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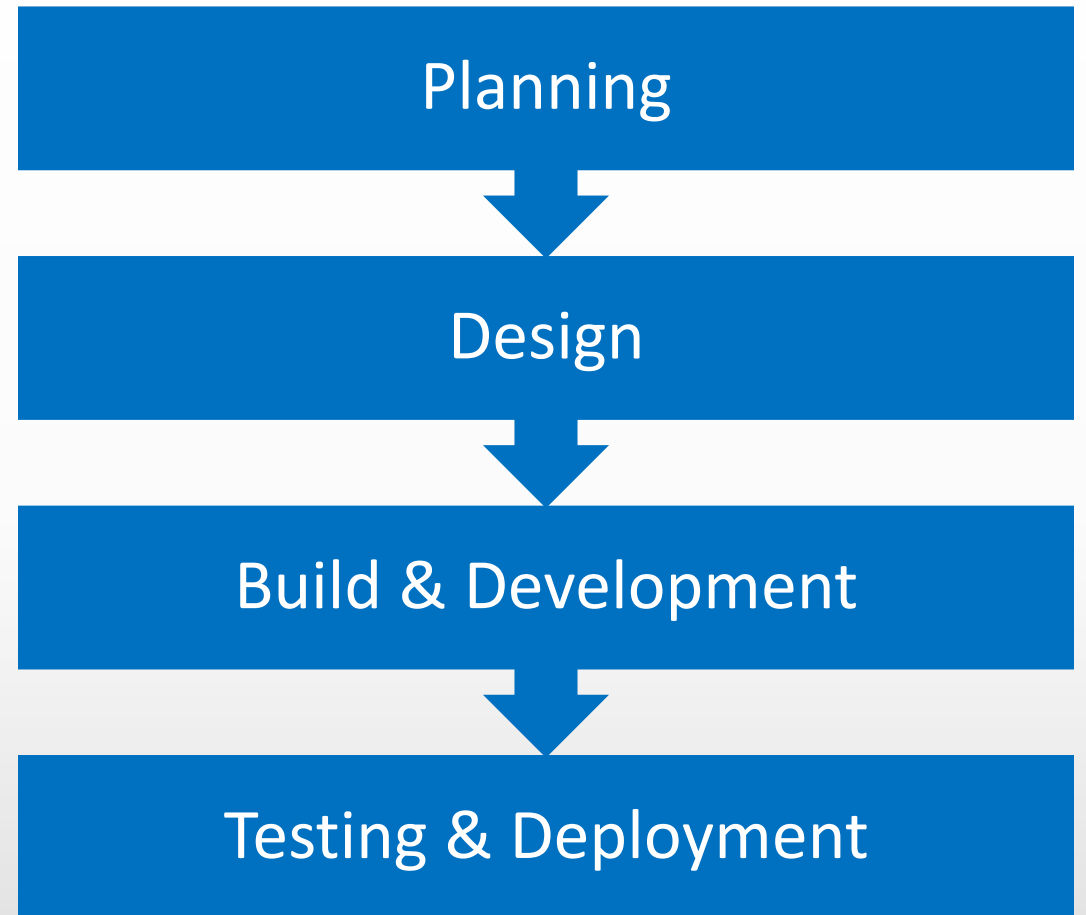
# PROJECT DELIVERY LIFECYCLE

Our Methodology for delivering successful website projects



## 4 DISTINCT STAGES

- Output from each phase supports activities in the next
- Signoff at each stage ensures adherence to scope and prevents panic during later stages
- Changes to scope, design or schedule during later stages has potential to impact cost, time & quality. Planning upfront is key
- Testing essential to a quality end result
- Deployment planned, managed and executed calmly & professionally





## STAGED TIMELINE, WHY?

- Break the project schedule into manageable chunks
- Focus efforts on key deliverables, at the right stage of the project, and in the right order
- Establish cost certainty
- Flexible on-boarding and release of resources as required
- Reduce the risk of costly changes and late delivery due to unplanned changes & diversions during work-intensive periods
- Ensure everyone is on the same page

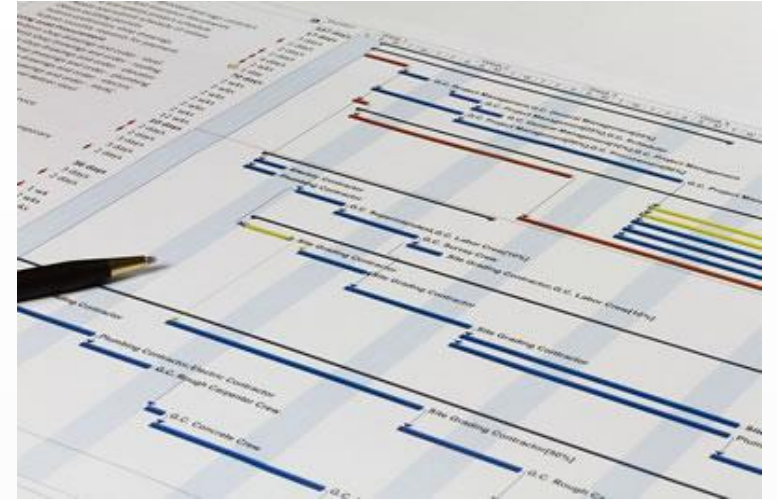
# STAGE 1 - PLANNING

## Tasks

- Develop timeline, key milestones & dates
- Determine project scope
- Determine feature & functional requirements (inc. platform choice)
- Determine roles & responsibilities
- Develop design brief
- Develop content & asset requirements
- Define project team & communications
- Assess & mitigate risks

## Output

- Project plan
- Project scope
- Team organization chart with roles & responsibilities defined
- System requirements
- Content & assets brief
- Meeting schedule & agenda
- Project risks & issues reviewed - mitigated where required



# STAGE 2- DESIGN

## Tasks

- Produce mockups (recycle until final)
- Proof of Concept – review requirements, determine correct technology choices
- Regular design meetings
- Develop sitemap
- Develop visitor journey (UX)
- Develop content map (pages, posts, products)
- Commission content development (copy, graphic & photographic)

## Output

- Signed off mockups
- System specification
- Revised project schedule
- Content production commences
  - Copywriting
  - Product Catalog, SKUs, pricing, etc.
  - Photography & graphic design
- Signed off sitemap
- Visitor journeys mapped



# STAGE 3 – BUILD & DEVELOPMENT

## Tasks

- Change Control – changes assessed for impact to planned timeline and budget
- Site build (dev)
- Platform configuration & styling
- Receive & prepare assets
- Content upload & formatting
- Midway progress & design reviews
- Build site for pilot launch (beta)
- Test & launch preparation

## Output

- Beta version of site for review
- Documented change requests
- Test plan
- Launch plan



NOTE: Changes during this phase can impact costs & schedule

# STAGE 4 – TESTING & DEPLOYMENT

## Tasks

- Migrate site to live host (if required) Platform testing (device, browser & OS testing)
- Performance tuning & testing
- External user tests (non-project team)
- Communications tests (order confirmations, contact forms, newsletters, site notifications)
- Payment tests (payments, returns, disputes, stock levels)
- Pilot testing (the friend zone)
- Owner / store manager training
- Launch & post-launch support

## Output

- Comprehensive test results
- Pre-launch checklist
- Managed & supported site launch
- Handover of site to owner / manager / operator
- Licenses / asset transfer to owner
- Project files & database backups provided



NOTE: Changes during this phase can impact costs & schedule due to retesting

# Sequential Phases



- Each phase to focus on the end-of-phase output.
- Delays to delivery of planned output likely to impact overall delivery schedule.
- Project risks should be assessed during planning, and reviewed at the start of each new phase.
- All assets, content (SKUs, written copy, design standards) should be signed off and complete prior to Build & Development phase.
- Design, scope and requirements managed from the start of Build & Development with Change Control applied.
- Each change assessed for impact to the project costs and schedule and approved by the client prior to execution.
- Changes should be frozen at the start of Testing & Deployment. Impactful changes may require full retest.



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