WEB SITE DEVELOPMENT PROCESSES & GUIDELINES
Process Chart

DEVELOP PROJECT PROPOSAL

Review Product Work Options
Propose Product Work
Solicit Feedback to Proposed Product Work

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DETERMINE PROJECT REQUIREMENTS

Organization's Nature and Goals	Domain Name
Web Site Purpose	Site Structure (general)
Web Site Goals and Objectives	Site Content (general)
Audience Profile and Requirements	Site Features and Functionality
Competitors	Time Frame (general)

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DEVELOP PROJECT PLAN OVERVIEW

Describe Organization and Site's Purpose, Goals, and Objectives
Describe Audience Requirements and Uses for Site
Analyze Competitors' Sites
Identify General Project Timeline and Milestone Dates
Identify General Resource Planning Needs

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DEVELOP PROJECT PLAN SPECIFICATIONS

Describe Site Identity, Navigation, and Functionality
Describe Ideas for Site Structure and Page Layout
Outline Content Inventory Categories and Levels
Identify Specific Resource Planning Needs and Timeframe
Identify 'Checkpoints' for Completing, Reviewing, Revising, Approving Work

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IMPLEMENT PROJECT PLAN

Construct Specific Project Timeline (e.g., Gant Chart)
Assign Roles and Responsibilities
Complete Content Inventory Item Specifications
Construct Page Sketches and Shells
Produce Content
Conduct Content and Format Review, and Revisions
Place Content in Web Pages
Conduct Testing, Internal and External Review

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FINAL APPROVAL and LAUNCH