

Progressive Web Solutions : Project Process Document

Development Lifecycle Overview

Although web development has been around for many years now it's organisation is still an evolving art. Various people & organisations have tried to determine the best processes and techniques for controlling a project from inception to launch. There are many very ad hoc styles out there that will rapidly turn out web sites by cutting corners. At Progressive Web Solutions we believe this approach is just too risky and unprofessional and we will only take on work if we feel there are realistic goals and expectations for the budget and requirements of our clients. Many companies survive and are extremely dependent on their web presence and of course information in the form of data (client details, sales, marketing material) etc is acknowledged now as a critical asset to any business.

Therefore at Progressive Web Solutions we have a simple lifecycle that we propose for each new project. This lifecycle helps us and our clients ensure that the final outcome meets expectations, requirements and follows a logical plan. Of course each project is unique and these phases may be managed accordingly to the best fit the client's requirements however they serve as a very useful guide for all web projects we do.

Consultation Phase

The consultation phase allows us to listen to your needs and learn about how your business works. It allows us to understand what you would like to gain from a web presence. You may already have an existing web site that needs upgrading or just an idea of what you would like. Of course the internet and its surrounding technologies are changing at a fast rate so if you want us to match a suitable solution to your needs then that is cool too!

During the consultation phase we will try our best to learn as much as possible about your needs and your business. We will be interested in any identity you may already have (i.e. logos, brochures, existing marketing information) and the way you conduct your business and communicate with your clients. Our goal will be to allow your web site to enhance and compliment your identity and processes.

While release dates and milestones for your web site project will be dependent on many factors (e.g. complexity, size and accessibility of required content) we will also have a chance to discuss time and costs with you at this phase. Each web site, no matter what size is treated uniquely and a design and cost/time estimate will be prepared for you.

Design Phase

During this phase of the project we will put together some mock up pages as concepts and also a plan for the web site construction. As this phase progresses you will have a chance to see these concepts and make some decisions as to the final design of your web site. The design will eventually be finalised and once all the requirements are known for construction of the site then firm time lines and pricing can be determined.

As with many of the phases in this web development life cycle the size and complexity of your required web site will determine the duration of each phase. An example would be that a small brochure-ware web site where you already have copy, images and content and simply want it replicated on the internet might just require a simple consultation & design phase as an initial meeting or two and then construction will begin. Of course a web site with a whole new look and maybe some e-commerce components (be it an upgrade or simply a new project) might require quite in depth analysis and decision making prior to construction. Our experience has shown that communication is critical in determining requirements and delivering exactly what you want. So, no matter what size project, the interaction with you is extremely valuable and important to us!

Construction Phase

Once a design and plan are ready then we can go ahead and build your web site. While we may catch up from time to time for confirmation on things or retrieval of copy it will generally be a time where we take the design and turn it into a real, living web site. Construction will compose of many aspects from image manipulation, copy preparation, web site coding, domain registration, hosting configuration. Basically everything required to get your web site built and ready to meet the world. It is important to note however that while we may have a domain name ready for your site at this stage (depending on your requirements) we will not launch the site until you have signed it off in the testing phase (described below).

Testing Phase

First real chance for you to have a play around with your new site! Objectives here are to ensure that everything conforms to the plans and designs and finally to get your approval for it to go live (be released onto the internet). We will host this 'testing' version of the site in a secure web location so you can browse it, check the performance etc and then once happy we can move it to it's 'real' home. If there are any bugs or changes required we can make them directly to the testing version you will have access to so you can monitor the fixes before release.

While we would have already discussed issues around marketing and affiliating your web site in the initial consultation and design phases, this will also be a good time for us to put some of those ideas into practice. The web site will only be useful to people if they know where it is or can find it!

Web Site Release

Your web site is ready, we have a domain or sub-domain waiting for it so it is time to launch the web site. We will set up all the required files and move them to their new home, do some post release tests to confirm everything is all set and then we hand it over to you. Of course we are available with any further support work (we have a general support agreement that we will discuss with you at the consultation phase) but this is the phase where you will have all you need to enjoy the benefits of your web site and show it off!