The SixDs: Process and Flow

DEFINE

Customer(s)

Customer shares brief and high level requirements with the Project Manager (PM) / Design Lead / Technical Lead, along with the Business Development team

Customer & PM meet, discuss & review requirements and design brief
Customer signs off requirements & design brief
Approval cycle here

Customer & PM meet to review Project Schedule
Customer provides feedback and approval

Project Management

Project Manager (PM) / Design Lead / Technical Lead, along with the Business Development team gathers brief and high level requirements from client

PM prepares Vision Document which will contain:
- Project Vision / Goal(s)
- Team Goals
- Individual Goals
- Vision Q&A
- Problem Statements (User Needs)
- Feature Statements (Scenarios or Outcomes)

PM documents requirements in detail, expanding the Problem & Feature Statements, after consulting Design Lead & Technical Lead wherever applicable

Other requirements like: technology & hosting, content requirements, maintenance/support terms, site promotion & SEO etc. need to be defined as well wherever applicable

PM introduces project to team members, consults UED & Technical leads for delivery estimates.

PM prepares the Project Schedule, based on the Work Breakdown Structure (WBS) after gathering information on resources from team leads

User Experience & Design (UED)

UED Director to provide answers and guidance to PM

UED Director informs PM on resource availability and capability for the project

Engineering & Technical (Tech)

Tech Director to provide answers and guidance to PM

Tech Director informs PM on resource availability and capability for the project

DESIGN

Customer(s)

Customer, PM & Design meet to review IA documentation
Customer provides feedback and approval

Customer meets with PM and Design, reviews wireframes and interaction design, provides feedback and approval

Customer meets with PM and Design to review mock-ups, provides feedback and approval on all key templates/pages designed, PM gathers branding assets, images etc. for UED

Customer meets with PM and Design to review prototypes, provides feedback and approvals

Customer meets PM, reviews specs, provides feedback and approval

Project Management

PM reviews all IA documentation and design, makes sure vision/goals and requirements are met

PM & team leaders develop full functional and development specs based on mock-ups and requirements, gets sign-off from customer on specs

User Experience & Design (UED)

PM & Information Architect/Interaction Designer meet customer for Q&A and prepare the following for customer approval:
- Audience Definition & Detailed User Needs
- Personas (if applicable)
- Competitive Analysis
- Site Structure & Content Grouping

UED team brainstorms with Technical team, led by PM - discusses best scenarios for users & early functionality, reviews technological limitations

UED develops sketches, wireframes, interaction flow diagrams and early functionality designs

UED reviews user flow and works through greater detail of visual design of mock-ups, creates layout grids, explores design options, prepares colour schemes

Receives images and other branding assets from customer, PM to form iteration cycle for gathering these assets for UED

Builds rapid prototypes for proof of concept, testing, usability, early functionality etc.

Could be on paper, HTML, Flash etc.

UED refines visual mock-ups, presents wireframes and mock-ups with full set of style specs (fonts, colours, images, links etc.) for XHTML/CSS Development

Engineering & Technical (Tech)

Gets initial exposure to scope of design and functionality, assesses technical limitations and alternatives

(Might begin coding from initial functionality exposure)

Discussion with Technical about any potential new technology and its impact on schedule and interaction design

DEVELOP

Customer(s)

Customer, PM meet to finalize content requirements, supply images and other assets for production wherever applicable

Customer reviews functionality and site flow, reports errors to PM, provides feedback and approval

Project Management

PM gathers site content from customer, and forms own feedback and iteration cycle for content generation

PM reviews functional development, meets with team leaders to discuss issues, reviews schedule and WBS

User Experience & Design (UED)

UED directs and leads front-end development, supplies assets for production.

Front-end development includes, but not limited to:
- Review directory structure & Set file-naming conventions
- Basic XHTML structure with dummy content
- Refine XHTML structure for styles
- CSS file organization/structure (prototype.css, reset.css etc.)
- CSS development for 1st major template
- CSS development for Global & Local Navigation
- CSS development for other site templates
- CSS print stylesheet development

Engineering & Technical (Tech)

Technical receives XHTML pages from UED, develops functionality based on visual mockups and functional specs, tasks include, but not limited to:
- Database Design & Creation
- CMS Setup and Customization
- Security Framework setup
- Forms development
- Other functional development
(interactive components, modules, applications etc.)

DISCOVER

Customer(s)

Customer tests site functionality and flow, reports errors and inconsistencies to PM

Project Management

PM documents bugs and schedules fixes, other errors and functional deficiencies

User Experience & Design (UED)

Assists Technical in testing and error fixes, guides Technical on user error messages, reviews interaction flow and performance

Engineering & Technical (Tech)

Technical and UED perform internal testing on, but not limited to:
- Site-wide links relationship check
- XHTML redundancy check
- Image 'ALT' attributes check
- CSS redundancy check
- XHTML validation & corrections
- CSS validation & corrections
- JavaScript optimization
- Functionality tests to be conducted by a focus group (internal or external)
- Bugs and errors to be documented

DEPLOY

Customer(s)

Customer tests site functionality and flow, reports errors and inconsistencies to PM, provides feedback and approvals

Project Management

PM informs customer about deployment, schedules final review and testing on live site

Engineering & Technical (Tech)

Technical moves towards deployment on remote host, gathers hosting requirements from PM

DETACH

Project Management

PM hands over documents / manuals to customer, schedules training on usage if required

Acquires Project Complete Certificate, moves the project from production cycle to maintenance

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feedback cycle

iteration cycle

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