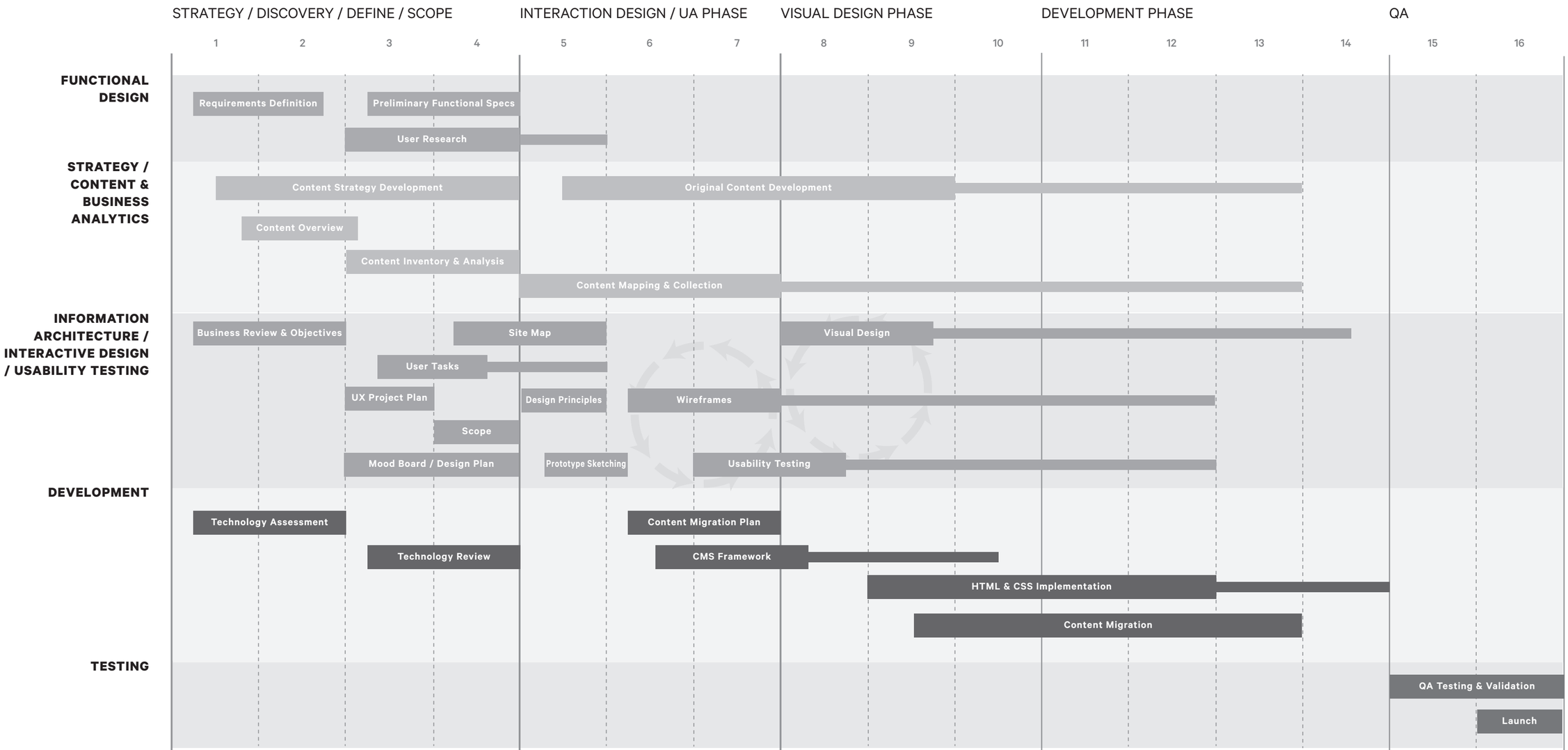
WATERFALL DEVELOPMENT PROCESS (ADD ADDITIONAL WEEKS AS NEEDED)



Who's Needed

Producer

UX
Analyst

UI / UX
Analyst
Strategist
Content Specialist
Copywriters
Original Content:
Art Director / Writer

UI / UX
Analyst
Interactive Designer
Strategist
Visual Designer
Front-End Developer

UI / UX
Interactive Designer
Front-End Developer
Back-End Developer

TEAM /
Analyst
Quality Assurance
Interactive Designer

DELIVERABLES / WORKAMAJIG (THROUGHOUT)

Week 1:
- Project Backgrounder
- Business Review
- Tech Assessment

Week 2:
- Requirement Definition
- Content Overview
- Business Review Ends
- Research / Strategy

Week 2:
- Personas
- Content Inventory
- User tasks
- UX Project Plan

Week 4:
- Content Analysis
- High-Level Site Map
- User Tasks
- Mood Board
- Design Plan (options)
- Technology Selection
- Scope Development w/ Options

DELIVERABLES / INVISION TRACK

Week 5:
- Content Mapping
- Final Site Map
- Design Principles
- User Tasks
- Design Brief
- Prototype Sketching (if needed)

Week 6 & 7:
- Original Content Estimating
- Orignial Content Start (kick-off)
- Content Mapping
- Wireframes
- Content Migration Plan
- CMS Framework

SCOPE FREEZE

DELIVERABLES / INVISION TRACK

Week 8:
- Content Mapping
- Original Content Production
- Visual Design
- Wireframes
- Usability Testing
- CMS Framework

Week 9 & 10:
- Conent Mapping
- Original Content Production
- Visual Design
- Wireframes
- Usability Testing
- CMS Framework
- HTML & CSS Implementation
- Content Migration

UA FREEZE

DELIVERABLES / JIRA / SPRINTS / INVISION

Week 11 & 12:
- Content Mapping
- Original Content Production
- Visual Design
- Wireframes
- HTML & CSS Implementation
- Content Migration

Week 13:
- Content Mapping
- Original Content Production
- Visual Design
- HTML & CSS Implementation
- Content Migration

Week 14:
- Visual Design
- HRML & CSS Implementation

VISUAL DESIGN FREEZE

DELIVERABLES / JIRA

Week 15:
- QA Testing / Validation

Week 16:
- QA Testing / Validation
- Launch

BETA & STAGING FREEZES

#ADSUBCULTURE