

Our Working Methodology

In order to meet your requirements in the most efficient and effective way, we have implemented a working methodology that identifies the key phases that could apply to your web project, along with the responsibilities we each share. Please find below an overview of the role of project management followed by an outline of our process:

A) Project Management Overview		
Task	Activities	Deliverables
Understanding and defining the project	We will meet with you to establish the goals and vision for the project to ensure that we capture and understand all your requirements prior to the key development stages.	<ul style="list-style-type: none"> ▪ Workshop Summary ▪ Site Objectives ▪ Success criteria ▪ Acceptance criteria ▪ Site map, flow diagrams ▪ Functional specification
Scheduling	<p>We will ensure that all project schedules include appropriate milestones, which we will then report progress against. Where you have input and responsibilities, these will also be placed in the timeline to ensure we are all informed of the deadlines.</p> <p>When setting milestones and delivery deadlines, we will also assess any risks that may affect the successful completion of a milestone. In doing so, we will provide detailed actions to counter the risks and identify responsibilities for both parties.</p>	<ul style="list-style-type: none"> ▪ Documentation detailing timeline and milestones ▪ Risk identification report
Resource management	Every project has a dedicated project manager. The project manager will assemble a team suitable for the requirements of the project, using external specialist skills where needed to ensure a full set of expertise is available for the project. The project manager clearly allocates responsibilities, tasks and deadlines to the project team. External resources are brought under contract with any changes to reflect our contract with the client.	<ul style="list-style-type: none"> • Team Profile
Reporting/Tracking	<p>We will provide a project report based on regular internal reviews, which will ensure that all actions are meeting planned timelines. Where appropriate, extra resources will be assigned to remedy any overrun at the earliest possible time.</p> <p>We will also keep up to date and accurate records on spend on the project. Where new or unforeseen costs arise outside of the original scope of the project, we will immediately inform you.</p> <p>We prefer to involve the client in the project as much as possible, and consider the project as an involved partnership between the two parties with a shared vision and goal. At regular stages throughout the project we would expect to meet with you to report and check on progress and discuss any changes or new requirements</p>	<ul style="list-style-type: none"> • Progress reports • Client Contact Report

Change Management	<p>At the discovery phase of a project we are keen to identify all requirements, however we do understand that the scope of a project can be subject to change for a number of reasons. Where feasible, we will seek to accommodate new requirements. The first step is to discuss the new requirement with your project manager; they will consult with the technical and design staff to assess if the new requirements can be integrated. Where new requirements can be accommodated, and the Project Manager has confirmed cost, and impact on the timeline, this will be documented as a contract variation for your approval and sign-off. All relevant documentation will be amended to incorporate the contract variation. This method of change management will enable you to keep a firm track of cost and the timeline, while allowing us to deal more efficiently with your new requirements.</p>	<ul style="list-style-type: none"> • Contract Variation • Revised functional specification
Documentation	<p>We have a standard notation for defining document and design versions that allows all parties to easily identify the most recent files and times of major change.</p> <p>We also have a number of standard and exemplary documents that are used to meet project requirements. These may be modified where necessary.</p> <p>Our standard documents are constantly being adapted and evolving to meet client needs and the demands of new projects.</p> <p>We can, if requested adopt different documentation principles more suited and recognisable to yourselves.</p>	
Security/Confidentiality	<p>We recognise the need for security and confidentiality when undertaking sensitive or innovative projects. We are willing to sign up to Non-Disclosure Agreements or any other required by yourselves at the outset of the project to ensure that the product is managed in strictest confidence and in a secure environment</p>	<ul style="list-style-type: none"> • Confidentiality /Non-Disclosure Agreement
Delivery	<p>Throughout the project each milestone will be checked and tested and where necessary an independent party to test the functionality of the product, such as user testing.</p> <p>When all acceptance criteria have been met, we will handover the product to you along with all assets.</p>	

B) Process Overview

Activities	Our Role	Your Role	Deliverables
Discovery Phase			
1) Workshop	<p>a) Based on your brief, provide an agenda for and outline objectives of the workshop</p> <p>b) Lead workshop with input from technical, design, project manager and relevant consultancy to gather information and understand requirements</p>	<p>a) Invite relevant participants to attend workshop and circulate agenda for their consideration</p> <p>b) Consider workshop agenda items and provide as much information as possible to provide basis for discussion.</p>	<p>Workshop Summary</p> <p>Site Objectives</p> <p>Success criteria</p> <p>Acceptance criteria</p>
Analysis & Planning Phase			
2) Information Architecture	<p>a) Evaluate and document site structure and processes</p>	<p>a) Provide informed feedback on proposed site structure and processes</p>	<p>Site map, flow diagrams</p>
3) Write Functional Specification	<p>a) Based on your brief and workshop outcomes, provide draft functional specification</p> <p>b) Revise functional specification according to your feedback</p> <p>c) Present final functional specification</p>	<p>a) Provide informed feedback on draft functional specification</p> <p>b) Provide feedback on revised specification. Provide further amends if necessary.</p> <p>c) Sign-off functional specification</p>	<p>Draft functional specification</p> <p>Revised functional specification</p> <p>Final functional specification</p>
4) Creative Brief	<p>a) Based on outcome of workshop, write a creative brief</p> <p>b) Make revisions to brief according to your feedback and submit final creative brief</p>	<p>a) Provide feedback on creative brief</p> <p>b) Sign-off creative brief</p>	<p>Creative Brief</p>
5) Project Plan	<p>a) To provide a realistic assessment of timeline</p> <p>b) Identify milestones to provide key review points</p>	<p>a) Inform PM of key dates, e.g. implementation, launch.</p> <p>b) Be available to provide feedback at review points</p>	<p>Report detailing timeline and milestones</p>

Graphics Phase			
6) Production of page layout diagrams	a) Presentation of page layout diagrams b) Re-presentation of amended page layout diagrams	a) Provide corrections and feedback on page layout diagrams b) Sign-off page layout diagrams	Page Layout Diagrams
7) Initial Design	a) Present initial designs based on creative brief and page layout diagrams. b) Make amendments to designs according to your feedback and present. c) Make final amends and submit final design	a) Ensure that you gather feedback from all concerned parties, select a design and compile all feedback to be presented back to Keymedia. b) Gather feedback on amended designs. c) Sign-off final design	Concepts for Home Page, Content Page, Navigation structure
8) Production of page designs	a) Presentation of page designs b) Make revisions to page designs according to your feedback and submit final designs	a) Provide feedback on designs b) Sign-off final designs	Signed-off Designs
Build Phase			
9) Production of: html / data-base driven pages database structure applications/software development	a) Presentation of built pages/apps/software b) Platform/Browser Testing to ensure that the site is functional within the previously agreed browser/platform parameters c) Bug fixing as a result of browser/platform testing	a) Provide content where relevant. c) Reporting of bugs	Completed pages/apps/sof ware Report of testing exceptions
10) Inclusion of meta data	a) Embed key word and description	a) Provide list of key words	Report to confirm key words embedded
11) Handover and training	a) Provide the completed site on CD or uploaded to specified server b) Provide training and documentation if the site has administration functionality c) Provide 4 hours of telephone support for following 30 days	a) Specify required delivery method b) Ensure relevant staff are available for training	Website & Training Documentation

Maintenance Phase			
12) Establish maintenance agreement, ranging from an occasional needs basis with an agreed hourly rate to a specified monthly time quota, meeting pre-set objectives	a) To ensure that the site continues to meet any additional client requirements in an efficient and effective manner.	a) To ensure that the site continues to evolve to meet new demands	Maintenance agreement
Review Phase			
13) 3 month review	a) To identify if objectives as defined in original workshop have been met.	a) To identify new objectives	3 month review report
14) To provide analysis and interpretation of statistics for site usage, Search Engine Ratings, review of user Feedback	a) To assist with assessing the success of your site and spotting opportunities for improvement and development.	a) Promote site and gather user feedback.	

C) Definitions

What is a workshop?

A workshop gives us the opportunity to sit down with you for a morning or a day and brainstorm your project with you. It may be that you have been given the task of providing an on-line presence but you are unsure of all the possibilities. It gives you the opportunity to gather all the people relevant to the website project who may have a part to play; perhaps those that have requirements they want to have fulfilled by the site or they may be responsible for the launch and development of the site. We recommend that you involve these people in the workshop session as it encourages buy-in to the site and also allows all views to be aired and considered, at an appropriately early project stage.

A typical agenda for a workshop:

1 Site objectives

- Assess aspects of overall business strategy and its implications for site build and development
- Detail and prioritize purpose and functions of site, both explicit (i.e. enable on-line bookings) and implicit (i.e. promote customer loyalty)
- Identify Unique Selling Points
- Identify success criteria

2 Competitor analysis and web site comparison

- Assess weaknesses and strengths of competitor sites
- Identify preferred sites and components of sites

3 User analysis

- User profiles - identify who will be using the site
- User scenarios - identify why and how users will be using the site

4 Content analysis

- Identify content areas
- Identify content type, i.e. static or dynamic
- Identify content output i.e. reports on stored data
- Discuss navigational model

5 Design solution

- Review of current marketing materials and artwork, i.e. branding and logos
- Identify design preferences and influences

6 Technical solution

- Identify client requirements, both short and long-term
- Propose best solutions as driven by outcome of 1-4
- Agree minimum standards for browser/platform
- Define acceptance criteria
- Identify constraints

What is a functional specification?

A functional specification details what the site will do and how it will do it. The spec. details the components and functions of each page of the site, from the users, and if relevant, from the site administrator's perspective. It acts as a blueprint for the build of the site, and careful consideration of the spec must be made by you before you sign-off to ensure it covers all your requirements.

What is a creative brief?

Based on our discussions in the workshop, we will provide a creative brief which details your design requirements in terms of objectives, context, content, style and technical considerations. This document will be approved by you, prior to being used as a discussion and guidance document for the creative brainstorming that will occur in-house to inform the production of the concept phase.