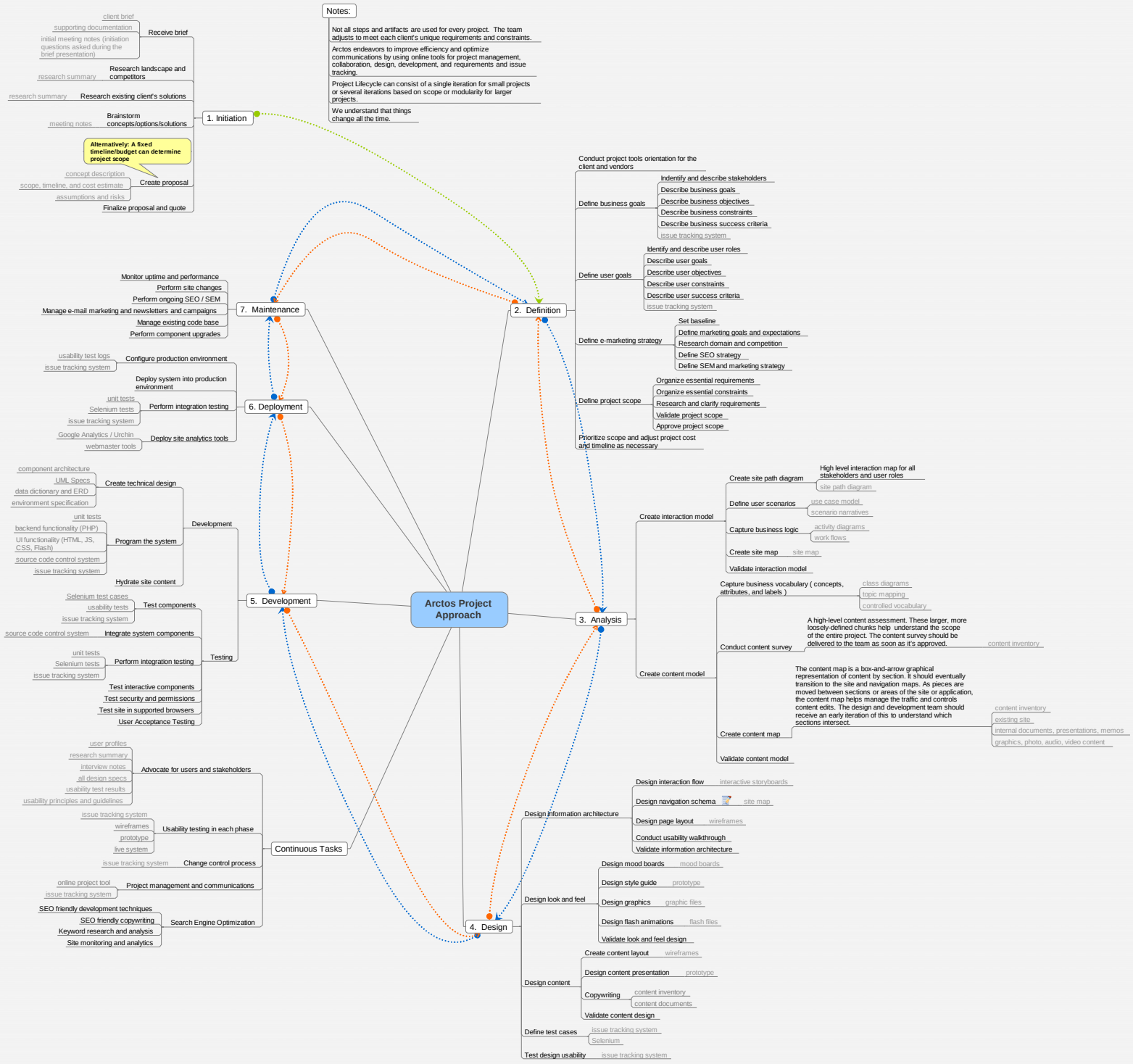
Arctos Project Approach
Notes:
Not all steps and artifacts are used for every project. The team adjusts to meet each client's unique requirements and constraints.
Arctos endeavors to improve efficiency and optimize communications by using online tools for project management, collaboration, design, development, and requirements and issue tracking.
Project Lifecycle can consist of a single iteration for small projects or several iterations based on scope or modularity for larger projects.
We understand that things change all the time.
1. Initiation
Receive brief
client brief
supporting documentation
initial meeting notes (initiation questions asked during the brief presentation)
Research landscape and competitors
research summary
Research existing client's solutions
research summary
Brainstorm concepts/options/solutions
meeting notes
Alternatively: A fixed timeline/budget can determine project scope
Create proposal
concept description
scope, timeline, and cost estimate
assumptions and risks
Finalize proposal and quote
2. Definition
Conduct project tools orientation for the client and vendors
Define business goals
Indentify and describe stakeholders
Describe business goals
Describe business objectives
Describe business constraints
Describe business success criteria
issue tracking system
Define user goals
Identify and describe user roles
Describe user goals
Describe user objectives
Describe user constraints
Describe user success criteria
issue tracking system
Define e-marketing strategy
Set baseline
Define marketing goals and expectations
Research domain and competition
Define SEO strategy
Define SEM and marketing strategy
Define project scope
Organize essential requirements
Organize essential constraints
Research and clarify requirements
Validate project scope
Approve project scope
Prioritize scope and adjust project cost and timeline as necessary
3. Analysis
Create interaction model
Create site path diagram
High level interaction map for all stakeholders and user roles
site path diagram
Define user scenarios
use case model
scenario narratives
Capture business logic
activity diagrams
work flows
Create site map
site map
Validate interaction model
Create content model
Capture business vocabulary (concepts, attributes, and labels)
class diagrams
topic mapping
controlled vocabulary
Conduct content survey
A high-level content assessment. These larger, more loosely-defined chunks help understand the scope of the entire project. The content survey should be delivered to the team as soon as it's approved.
content inventory
Create content map
The content map is a box-and-arrow graphical representation of content by section. It should eventually transition to the site and navigation maps. As pieces are moved between sections or areas of the site or application, the content map helps manage the traffic and controls content edits. The design and development team should receive an early iteration of this to understand which sections intersect.
content inventory
existing site
internal documents, presentations, memos
graphics, photo, audio, video content
Validate content model
4. Design
Design information architecture
Design interaction flow
interactive storyboards
Design navigation schema
site map
Design page layout
wireframes
Conduct usability walkthrough
Validate information architecture
Design look and feel
Design mood boards
mood boards
Design style guide
prototype
Design graphics
graphic files
Design flash animations
flash files
Validate look and feel design
Design content
Create content layout
wireframes
Design content presentation
prototype
Copywriting
content inventory
content documents
Validate content design
Define test cases
issue tracking system
Selenium
Test design usability
issue tracking system
5. Development
Development
Create technical design
component architecture
UML Specs
data dictionary and ERD
environment specification
Program the system
unit tests
backend functionality (PHP)
UI functionality (HTML, JS, CSS, Flash)
source code control system
issue tracking system
Hydrate site content
Testing
Test components
Selenium test cases
usability tests
issue tracking system
Integrate system components
source code control system
Perform integration testing
unit tests
Selenium tests
issue tracking system
Test interactive components
Test security and permissions
Test site in supported browsers
User Acceptance Testing
6. Deployment
Configure production environment
usability test logs
issue tracking system
Deploy system into production environment
Perform integration testing
unit tests
Selenium tests
issue tracking system
Deploy site analytics tools
Google Analytics / Urchin
webmaster tools
7. Maintenance
Monitor uptime and performance
Perform site changes
Perform ongoing SEO / SEM
Manage e-mail marketing and newsletters and campaigns
Manage existing code base
Perform component upgrades
Continuous Tasks
Advocate for users and stakeholders
user profiles
research summary
interview notes
all design specs
usability test results
usability principles and guidelines
Usability testing in each phase
issue tracking system
wireframes
prototype
live system
Change control process
issue tracking system
Project management and communications
online project tool
issue tracking system
Search Engine Optimization
SEO friendly development techniques
SEO friendly copywriting
Keyword research and analysis
Site monitoring and analytics