

Discovery, Design & Scoping

The first step in the development process

Discovery

After an initial briefing with the client, the design and scoping begins with a 'discovery day'. Here all the stakeholders of the project are invited separately (or in a

group) to have an input into the objectives of the project and describe what they see as the desired outcomes.

Design Brief

This will define the boundaries for creative execution based upon existing information and meetings with the stakeholders and the branding group. The brief will be interpreted into creative concepts, which reflect the brand values in the web site or GUI, which will be reviewed and developed as part of this project.

We work with a range of blue chip clients across a spectrum of technology platforms including Microsoft, IBM, Macromedia and Java, delivering projects on brand development, internet & intranet design, content and knowledge management, online marketing and customer acquisition and user testing and research.

Functional Specification

This document describes the functions of the site, its features and applications. It will be an overview of the technical requirement for the project including;
Non-functional walk through screens
System features

Recommended applications software
Technical specifications (browser specifications, template requirements, hosting arrangements etc)
Proposed plan for integration, system and or acceptance testing

Technology/Application Specification

Any proprietary application technologies, which are recommended such as, content management; document management; workflow; knowledge management etc will have a detailed description of the

technology, functionality, configurations and licensing criteria documented. Separate demonstrations of the recommended technology may be organized as required.

Information Architecture

Detailed information architecture is defined with content requirements specified. This will take the form of a sitemap, describing the project in terms of

information architecture, hierarchy, identifying dynamic and non-dynamic content and navigation.

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Content Specification

This will include detailed content requirements including copywriting/proofing, photography and special multimedia

Project Plan

The project plan will outline KMP's implementation strategy including;

1. Development plan
2. Integration testing
3. System testing
4. Acceptance testing
5. Software & Hardware requirements
6. QA Plan
7. Site launch plan
8. Project management plan (tracking progress, reporting to stakeholders, status reports, managing change requests, problem resolution, responsibilities)
9. Hosting and maintenance
10. Costs (KMP's service costs, hardware & software and 3rd party estimates)
11. Project Timeline

Demonstration Site

If it is appropriate there may be a case for developing a 'demonstration site' to extend the creative design into a working model with some of the specified

applications demonstrated on line. Normally this would consist of an HTML site with full navigation and template design but with a limited functionality.

Presentation and Proposals

The project document is delivered in a formal presentation to the original stakeholders together with

the screen mock-ups and demonstration site as required.

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