

Website Design Project Plan

A well-designed project plan can function as an easy-to-follow road map for the entire process as well as an invaluable tool for measuring success at the end of the project.

A typical project plan will cover:

- Client business brief
- Technical brief
 - Site structure & navigation
 - Site functionality
- Development requirements
- Milestones
- Deliverables
- Timetables
- Testing & QA procedure
- Budget

A website development project plan could include the following phases:

| Deliverable | Phase |
|--|--------------------|
| Stage One | |
| Client Questionnaire Submitted | Project Initiation |
| Project Overview | Project Initiation |
| Initial Estimate | Project Initiation |
| Stage Two | |
| User Requirements | Pre-Design |
| Content Timeline | Pre-Design |
| Technical Requirements (Domain Registration, Hosting, etc) | Pre-Design |
| Paper Prototype (Framework Designs) | Pre-Design |
| Time & Cost Estimate | Pre-Design |
| Contract & Design Sign Off | Pre-Design |
| Initial Payment Due (25%) | Pre-Design |
| Stage Three | |
| Administration Development | Development |
| Site Development | Development |
| Content Coded | Development |
| Development Sign Off | Development |
| Stage Four | |
| Final Payment Due (75%) | Implementation |
| Deployment | Implementation |
| User Documentation | Implementation |
| Deployment Sign Off | Implementation |
| Stage Five | |
| Post Deployment Assessment | Post Analysis |
| Support and Administration | Post Analysis |

By providing a simple set of steps and deliverables at the outset of the project, we provide clients with an effective framework against which to measure expectations, progress, quality and success.