DESIGN PROJECT PRODUCTION PHASES
DEFINE, STRUCTURE, DESIGN, BUILD AND TEST, DELIVERY

Define

- Set goals, target audience, content, and delivery requirements for project.

- Develop a project plan.

- Outline the research, client interaction, and content production process.

Worksheet

Project plan

Team name: _____   Date: _____
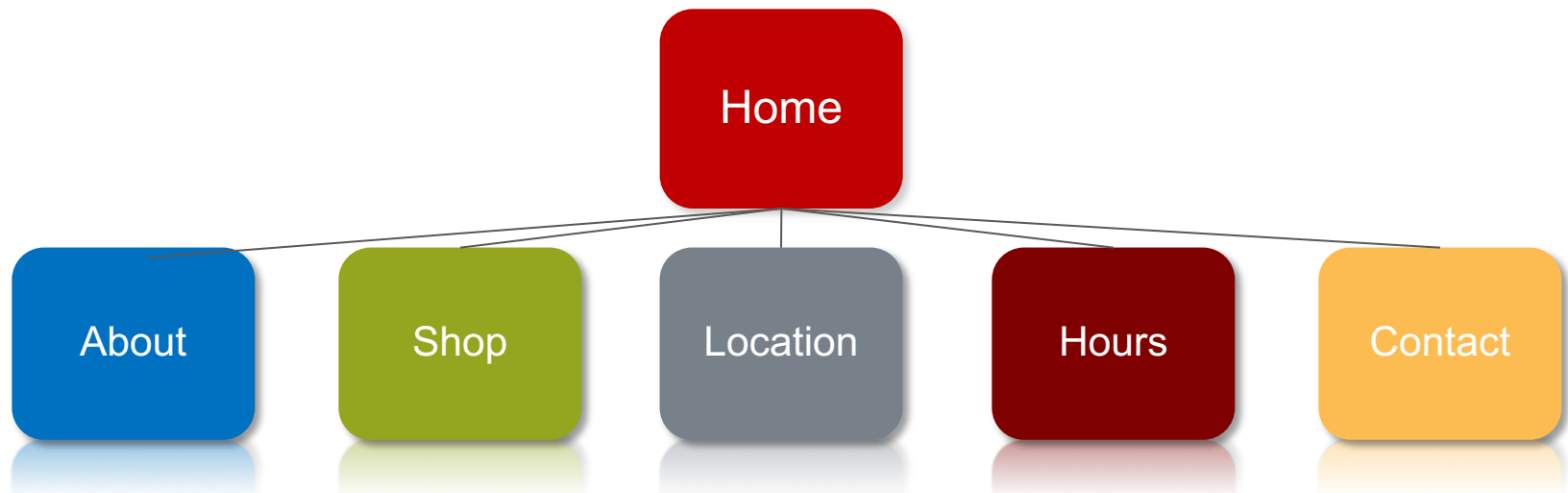
Client name: _____

Think through the phases of your client project and identify the estimated time and the date when each task will be finished. Identify an owner for each task who will make sure the task is completed.

Define

Tasks	Estimated hours	Date due	Owner
Compile client interview questions			
Determine product or service			
Determine benefits of product or service			

Structure

- Information architecture and design documents.

- Flowcharts and wireframes to outline the overall structure of the site and site pages.
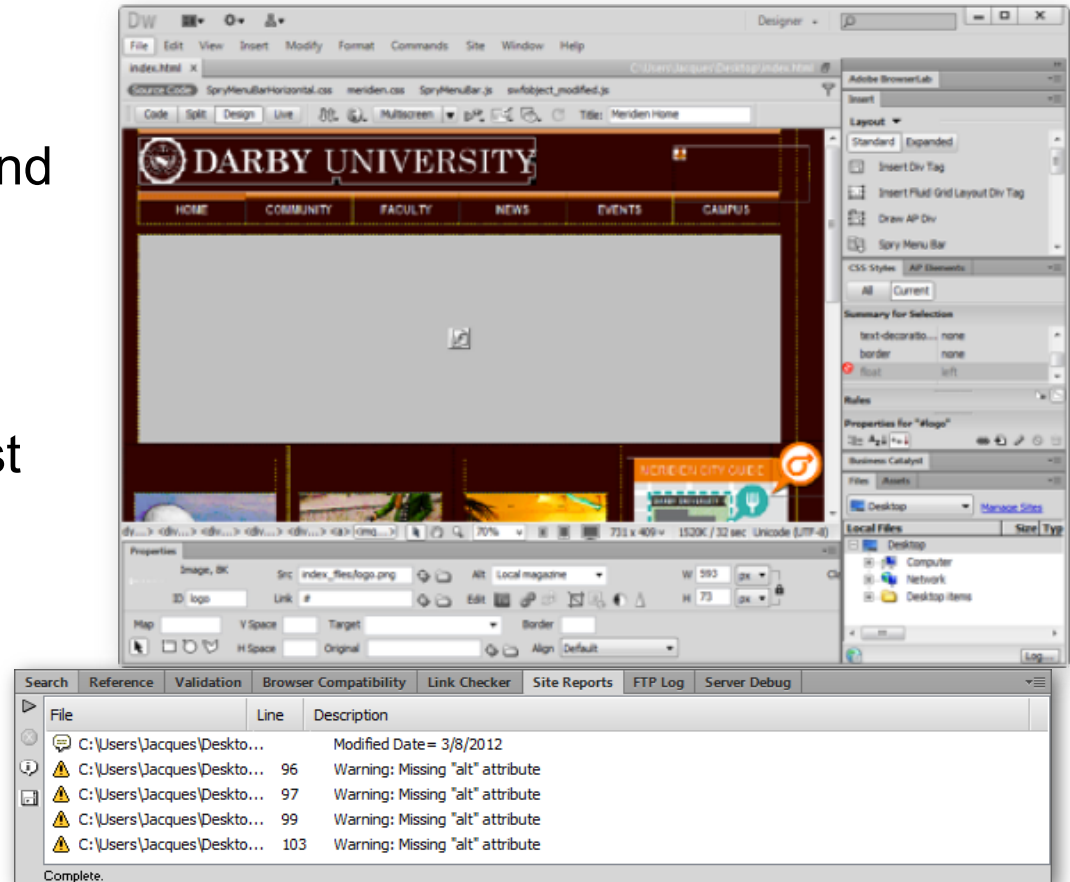
Design

- Sketch layouts and provide two or more design comps.

- Review comps with team or client.

- Redesign based on feedback.

- Develop production storyboard and prototypes (if applicable).

Build and test

- Build site images, graphics, create content, and design layout based on design documents.

- Do technical, accessibility, and usability testing, recording bugs, and design-change requirements.

- Make revisions based on test results and repeat tests.

- Conduct focus groups (if applicable).

- Create final version and presentation.

Delivery

- Prepare for print, web, and/or video delivery.

- Outline a launch plan including promotion, and search engine optimization *(if applicable)*.