

Web Project Checklist

RESEARCH PHASE

1. What is the audience of the website?
2. How will you know when the project has been successful?
3. Who are the stakeholders who need to approve as we proceed?
4. Am I collaborating with anyone on this project?
5. Who do I contact for technical support?
6. What support materials can you give me?
(Business cards, marketing brochures, existing website, copy.)
7. Are their existing wireframes or design documents I need?
8. What will users need to accomplish on the site?
9. Research the client's competition

INTERACTION DESIGN PHASE

1. Create a Scope-of-Work document and make sure the client agrees to it
2. Build a sitemap based on client's website goals and business plan
3. Build a wireframe of the main page and one interior page
4. If the project is large, build block-level wireframes for all interior pages
5. Present to client and get feedback
6. Be especially vigilant of changes the client makes at this stage. If the changes are different from the scope-of-work document pushback for more time or money to implement the requested changes.
7. Build a prototype if needed to display interactivity and for usability testing

VISUAL DESIGN PHASE

1. If you're working with a developer be sure to show them the wireframes and get their feedback before proceeding
2. Using the approved wireframes as a guide, build the visual designs
3. Build out a sheet showing just typefaces and colors for the design
4. Present the designs to the client
5. Be especially vigilant of changes the client makes at this stage. If the changes are different from the scope-of-work document pushback for more time or money to implement the requested changes.
6. Complete the requested changes (and re-submit for feedback if necessary).
7. Create a styleguide or "redline" for the design
8. Create a list of deliverables assets needed to complete the design

BUILD PHASE

1. Deliver the Styleguide, Color Sheet, Assets and Visual Design to be built to development team
2. If you're building, then create a template and site folder structure for building
3. Build out the main page and interior template page
4. Create all other pages from the template; create the CSS styling for the text and place it
5. Test all links and interactivity, optimize the graphics,

TESTING PHASE

1. Test the design in as many browsers as you can
2. Have other people use the site and write down where they get stuck or confused
3. Check the site in IE 6.5/7 and write down any errors and fix them