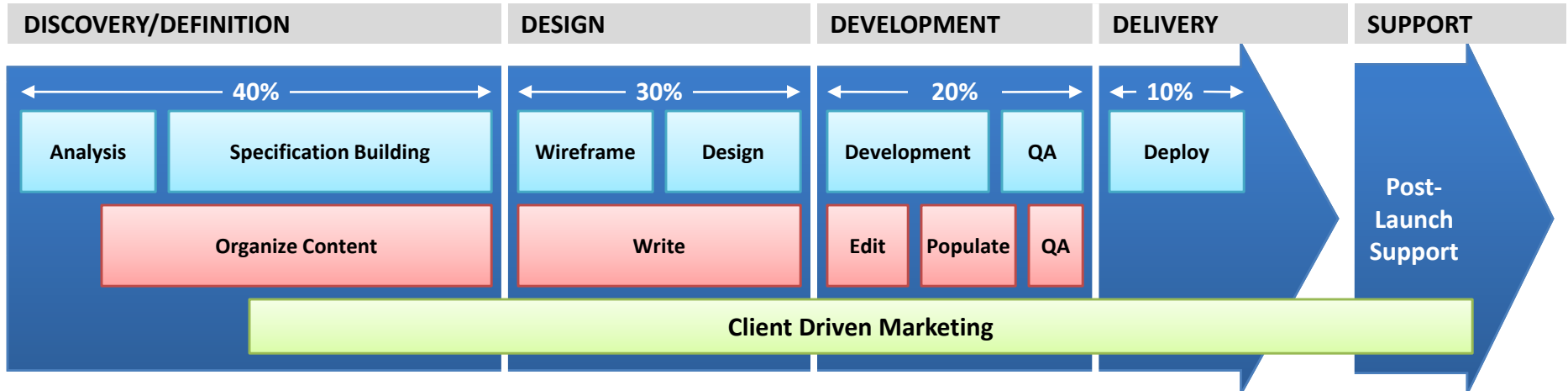


# Digital Communications Project Life Cycle Diagram



Client Input					
<p><b>Analysis</b> Provide, in writing, determination and development of high-level strategy for site including interactive tools, features, and overall tone.</p> <ul style="list-style-type: none"> <li>• <b>Deliverable:</b> Site Strategy Questionnaire</li> </ul> <p><b>Specification Building</b> Meetings to further determine and document the requirements for site design and functionality, in great detail.</p> <p><b>Organize Content</b> Review existing content and determine if there is any new content that will need to be created. Work with content manager to categorize all proposed content.</p>	<p><b>Wireframe</b> Meetings to determine final wireframes.</p> <p><b>Design</b> Client feedback on design.</p> <p><b>Write</b> In conjunction with all stake holders, write and compile all content, organized and structured according to sitemap.</p>	<p><b>Development</b> <i>- None; DigiComm driven-</i></p> <p><b>Edit/Populate</b> <i>- None; DigiComm driven-</i></p> <p><b>QA</b> Participate in overall quality assurance testing.</p>	<p><b>Deploy</b> <i>- None; DigiComm driven-</i></p>	<p><b>Post-Launch Support</b> Participate in the implementation of the pre-determined support plan (as outlined in the Functional Specification).</p>	
Digital Communications Deliverables*	<p><b>Analysis</b></p> <ul style="list-style-type: none"> <li>• Business Requirements Document</li> <li>• Project Plan &amp; Timeline</li> </ul> <p><b>Specification Building</b></p> <ul style="list-style-type: none"> <li>• Functional Spec</li> </ul> <p><b>Organize Content</b></p> <ul style="list-style-type: none"> <li>• Preliminary Sitemap</li> </ul>	<p><b>Wireframing</b></p> <ul style="list-style-type: none"> <li>• Final Wireframes of all Proposed Screens</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Final Design Comps</li> </ul> <p><b>Write</b></p> <ul style="list-style-type: none"> <li>• Final Sitemap</li> <li>• Final Content</li> </ul>	<p><b>Development</b></p> <ul style="list-style-type: none"> <li>• Fully Developed Site</li> </ul> <p><b>Edit/Populate</b></p> <ul style="list-style-type: none"> <li>• Fully Populated Site</li> </ul> <p><b>QA</b></p> <ul style="list-style-type: none"> <li>• Fully Tested and Proofread Site</li> </ul>	<p><b>Deploy and Launch</b></p> <ul style="list-style-type: none"> <li>• Fully tested and proofread site that is live and available for use by the intended audience.</li> </ul>	<p><b>Post-Launch Support</b></p> <ul style="list-style-type: none"> <li>• Participate in the implementation of the pre-determined support plan (as outlined in the Functional Specification).</li> </ul>