



## Development Processes

### Internal Development Guide

#### Pre-Qualification

The pre-qualification process can be done either through email or on the phone. The purpose here is to get a general idea of:

- Design, programming and search engine optimization needs.
- Human resources needed for the project.
- The project timeline.
- The overall budget.

#### The Discovery Meeting

The initial meeting with the client is intended to do the following:

- Introduce the management and development team to the client.
- Explain our processes and why we operate within a defined structure.
- Gather enough information to efficiently map out a development plan.
- Determine what the client's responsibilities will be towards delivering content and collateral materials.
- Determine what human resources will be needed to complete the project.

#### The Communication Brief

structure, budget, timelines & contract

A Communication Brief will be prepared and delivered to the client based upon the information gathered from the Discovery Meeting.

Included in this brief will be:

- A technical specifications document.
- On a more intensive project, this may be delivered for the client's approval before proceeding.
- A budget that includes required deposits.
- A detailed timeline including design compositions, technical requirements and projected launch date.
- A contract.

#### Design Management

The design process begins with the creation of a series of proofs to help in determining the overall look and feel of the website. Once approved by the client the design team will convert these into a working HTML template that will be used throughout the site.

The design team will also create, and link together, any pages that do not require more intensive programming.

#### Programming Management

Once the HTML templates are created, these are forwarded to the programming team. At this stage the programmers work closely with the client to ensure that all functionality is properly developed, and with the designers to ensure that the look and feel of the site remains true to the initial compositions.

Once completed, the client will be asked to test the site's functionality so that any outstanding concerns can be tracked and resolved prior to the launch date.

#### Content Management

Depending on the terms of the initial agreement, the content management will be done either by the client or the initial design team. Most sites created by IdeaZone.ca include content management tools that allow the client to post and edit their own text, pictures, links and documents for download. When needed, IdeaZone.ca also works closely with a number of professional copywriters that can help in creating or converting content.

#### Launch

Once the site is completed we will publish it. At this stage IdeaZone.ca extends a 90 day warranty to cover any bugs or functionality errors within the website.

