

The Hyperlink Methodology - Web

Clearly define the project and the dependencies required to complete it





Provide a creative solution that meets the clients and end users objectives

Develop a solution that meets the requirements of the client and end users

Deploy a solution that meets the key success criteria

Maintain the solution so that it provides an ongoing return on investment







STAGE 1 - DEFINITION

-  Prepare Reverse Brief
 - _ Outline Project Context
 - _ Client Sign Off
-  Prepare Project Scope
 - _ Creative Brief
 - _ Usage Requirements
 - _ Functional Requirements
 - _ Information Architecture
 - _ Develop Outlines
 - _ Risk Assessment
 - _ Gantt Charts
 - _ Stakeholder Identification
 - _ Testing Requirements
 - _ Client Sign Off
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-  Resource Management
 - _ Resource Requirement Definition
 - _ Resource Allocation
 - _ Contractor Management
 - _ Vendor Management






STAGE 2 - DESIGN

-  Creative Definition
 - _ Define Creative Pathway
 - _ Prepare Creative Concepts
 - _ Refine Creative Concepts
 - _ Creative Presentation
-  Functional Development
 - _ System Architecture
-  Creative Refinement
 - _ Refine Concepts Based On Client Input
 - _ Present Refined Concepts
 - _ Client Sign Off
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-  User Interface Testing
 - _ Present Screen Designs
 - _ Analyse Feedback
 - _ Identify Key Issues
 - _ Refine Designs
 - _ Client Sign Off
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STAGE 3 - DEVELOPMENT

-  Creative Development
 - _ Develop Screen(s)
 - _ Develop Template(s)
 - _ Test Template(s)
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-  Content Development
 - _ Develop Content
 - _ Develop Interactive Content
 - _ Apply Content to Template(s)
 - _ Unit Test
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-  Application Development
 - _ Develop System Functions
 - _ Develop Application
 - _ Integrate 3rd Party Applications
 - _ Unit Test
 - _ Integrate
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-  Function Testing
 - _ Test Integrated Functions
 - _ Stress Testing
 - _ Analyse Feedback
 - _ Identify Key Issues
 - _ Refine Designs
 - _ Client Sign Off
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-  User Acceptance Testing
 - _ Present Prototypes
 - _ Analyse Feedback
 - _ Identify Key Issues
 - _ Refine Designs / Content
 - _ Client Sign Off
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STAGE 4 - DEPLOYMENT

-  Deployment
 - _ Setup Monitoring
 - _ System Test
 - _ Deploy staging to live site
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-  Training
 - _ Train The Trainer
 - _ End User Training
 - _ Provide User Manuals
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-  Marketing
 - _ Launch Online Marketing Initiatives
 - _ Search Engine Optimisation

STAGE 5 - MAINTENANCE

-  System Maintenance
 - _ System Monitoring
 - _ Schedule System Testing
 - _ Database Maintenance
 - _ Server Software Maintenance
-  Application Management
 - _ Code Optimisation
 - _ Software Testing
 - _ Benchmarking
-  Content Management
 - _ Content Updates
 - _ Metrics Analysis
 - _ Usability Improvements