Makespace Process Guide : **makespaceweb.com**

Sales Rep

Initial Meeting Scheduled
Initial Assessment (if determined that project can be scoped free of charge)
Initial Proposal
Proposal Review
(revisions, etc.)
Agreement
DNS & Client Contact Sheets

Administrative Handoff (sales rep hands paperwork off to Admin and PM)

Initial Payment Invoiced (Admin)

Basecamp project created (PM)

Initial team meeting

Site Spec (PM, UX, BED) (example in Google Docs)
- what the client wants on the site
- a general navigation idea
- any special functionality or pages promised to client from agreement (on file server in legal folder)

Kick Off Meeting (All Team Members, including Sales Rep. and Client)
- go over functionality from agreement & needs assessment
- go over time frame for process steps

Build Initial Sitemap (PM)

Hand Initial Sitemap off to UX

Sitemap Massage / Wireframing Homepage/Navigation (UX)
- incorporate specs into wireframe
- QC from position alternate (if project is large/important enough to warrant)(UX)

Send Nav & Homepage Wireframe to client approval (PM)

Create content spreadsheet based on spec & approved nav from template (PM)
- share with client (client has until designs are cut to provide content, if content isn't provided by Designs Cut phase, we task internally to write copy & extend launch date by amount of copy needed)

Subpage & Landing Page wireframes (UX)
- specially designed pages from agreement ie: landing pages, product detail pages, etc.
- generic page

Sub wireframes out for approval (PM)

Homepage design (Designer)
- design based roughly on wireframe
- position alternate or peer review

Send Hompage design to client for approval or revisions (PM)
- goes no further until design is approved
- Once approved 2 things should happen immediately:
  - 1) Admin is informed to send out invoice for payment 2

2) Designer is clear to design subpages based on index landmarks

Homepage PSD cleaned for FED & placed in client design folder, not on basecamp (Designer)

Archive old psd's into "nope, non-approved, whatever" folder (Designer)

- make sure psd's are named simply & appropriately (ie: oohology-home.psd, oohology-aboutus.psd, etc.)

All special pages & generic content page designed (Designer)

All special pages & generic content page are approved (PM)

Content spreadsheet done (PM)

Copy writing (Copy Writer)

- copy writer drops links to content pages into site spec as they are created (copy writer)

QC site map (enter into KB or appropriate application) and Design (BED)

Designs cut (FED)

QC templates/functional wireframes on dev (peer review)

Stage templates/functional wireframes (FED, BED, PM)

- send to client for review & approval, client has 2 business days to approve

CMS, special functionality (BED, UX, FED)

- BED & UX review spec & fill in the blanks

Cleanup, Testing, Content (All Team Members)

Stage functioning site/CMS

- Any final content entry
- Introduce client to CMS
- Send to client for review & final approval & final payment