

Glossary of Terms

Detailed Specification

Review and complete the brief	Make sure we have business objectives, understanding of the background situation, target audience, branding requirements, reasonable direction on required outcomes and strategy.
Collect, organise and analyse input resources	Collect logos, branding rules, content text, content images, examples of existing brand treatment through other media, and any other relevant inputs.
Establish SEO and marketing strategy	Decide which keywords, phrases etc need to be used, importance of search engine listings, what other strategy will be used to attract users to the site.
Write descriptive of each feature	Establish a clear written description of what each piece of required functionality (feature) is required. Where data is handled, get examples of inputs and outcomes.
Define target user flow through each feature	Write flow charts that define the steps a user is expected to follow to achieve target objectives, as set with each feature and overall site goals.
Mock-up every web page, email and report	Create a basic mock-up of each web page, including draft text, draft images, rough lay-up and NO VISUAL DESIGN.
Define exact triggers, data inputs and data outputs	Get technical. Define triggers such as 'user clicks button X', specific data inputs (name, data type, data length, is required etc), calculation outcomes, and data outputs returned to page.
Identify and create test cases	Using the functional and data handling specs, create fully worked test cases that are designed to prove that the system works as required. There are diminishing returns from testing all possible scenarios.
Create visual treatment concepts	Using PhotoShop, build anticipated visual treatments of the Home Page and a Content page. This is used to gain agreement on the overall visual approach, and is handled as the LAST STEP of the detailed specification. It is ALWAYS presented to the client via a web browser to ensure a realistic representation is made.

HTML Production

Finalise content for each page	Take page content input from draft to tuned-up and signed-off. Includes final wording, spell checking, table layouts, table headings, images to be used.
Create SEO content	Define specifically the keywords and phrases, and make sure these are worked into meta-tags, titles, headings and page content.
Develop CSS	Create all the styles that will be used through the site.
Produce artwork	Using PhotoShop, create all the graphics that will be used in the site, such as navigation buttons, cleaned up and sized images, special headings, banners etc.
Create fully designed HTML pages	Use all the inputs created to build fully complete HTML pages, integrating finalised text, images, lay-up, visual design etc. NO CUSTOM FUNCTIONALITY EXISTS AT THIS POINT.

Technical Production: Generic Setup

Establish project environment	Configure a versioned and shared server/developer environment for the technical production handling.
Design data model	Create a first-cut set of database tables and relationships to handle the functional needs.
Design business model	Establish a plan for the overall programming architecture, including definition of key coding modules and their inter-relationships.
Create data access layers	Generate a coding layer that exposes database data to the business layer of code for reading, manipulating and then sending back to the database.

Technical Production: First-cut Feature Build

Feature name

Time allocation to write programming code for, apply basic testing for each custom functional module requested by the client.

Tuning and Quality Control

Review first-cut treatments

Go through the site, assessing how everything came together and identifying any issues or weak points that should be improved.

Handle one layer of functionality and design tuning

Handle all the updates resulting from the review process. This allowance is for BASIC TUNING and does NOT ALLOW FOR CHANGE REQUESTS.

Detailed user interface and functionality testing

Push all test cases through the site to prove that everything is working as expected.

Bug handling

Deal with any bugs that were identified, and redo the testing/bug handling loop again.

Publish to Live

Handle Domain name and DNS

Make sure the website address has been created and is resolving to the live host server.

Set up server configurations

Establish the hosting environment on the live server.

Publish to live

Migrate the website to the live environment, and set up all automation and any more configurations that need to be handled.

Submit to search engines

Submit site-maps to search engines, and more detailed submissions where this is required.

Test and check core functionality

Give the site a solid work through to ensure it is still working as expected, proving all new configurations and handling was done accurately.

Monitor for unexpected issues

Over the ensuing days and weeks, spend time reviewing database tables, server logs, site functionality, site usage etc to have confidence that everything is running as expected.

General

streamSWEET License

There are set fees for the various streamSWEET modules, and a variable fee for the licence of the platform, depending on the final use of it. Plus variable hosting fees.

Project management / client liaison

Resource planning, team coordination, client coordination, process management.

Project costs - travel / materials etc

Special costs additional to standard development, such as travel to client premises, accommodation, purchase of images, purchase of special 3rd party software etc.
