

## STIRSTICK STUDIO WORKFLOW PROCESS

### Phase 1: Investigation

At the first phase we develop an understanding of the goals for the project. We define the project objectives and scope. We identify key team members for our team as well as the clients.

Task	StirStick Studio	Client	Delivery Date
<i>Creative kick-off meeting</i>	<ul style="list-style-type: none"> <li>Run through list of kick-off questions to get as much info as possible</li> </ul>	<ul style="list-style-type: none"> <li>Attend meeting</li> </ul>	Within 3 days

### Phase 2: Exploration

Here we explore design and technical possibilities from the conclusions gathered from Phase 1. The information architecture is researched and developed. And in a collaborative effort, StirStick and the client choose the design concept.

Task	StirStick Studio	Client	Delivery Date
<i>Information Architecture</i>	<ul style="list-style-type: none"> <li>The structure and flow of the site is created</li> </ul>	<ul style="list-style-type: none"> <li>Provides StirStick direction and needs</li> </ul>	2 days
<i>Feedback &amp; Approval</i>	<ul style="list-style-type: none"> <li>The Information Architecture layout is presented to client</li> </ul>	<ul style="list-style-type: none"> <li>Provides feedback</li> </ul>	3 days
<i>Rough sketches / storyboards</i>	<ul style="list-style-type: none"> <li>The sketches clearly illustrate the functionality, structure, architecture, etc.</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>	1 week
<i>Feedback &amp; Approval</i>	<ul style="list-style-type: none"> <li>Present to client for feedback</li> </ul>	<ul style="list-style-type: none"> <li>Provides feedback</li> </ul>	3 days
<i>Revisions (if applicable)</i>	<ul style="list-style-type: none"> <li>One revision; develop Change of Scope document if major changes are requested that are outside of the Proposal</li> <li>Revision: less than 3 hours</li> <li>Major change (requiring a Change of Scope): more than 3 hours</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>	2-4 days
<i>Final Sign-off</i>	<ul style="list-style-type: none"> <li>Present to client</li> <li>Requires client signature to proceed to Phase 3</li> </ul>	<ul style="list-style-type: none"> <li>Signs off on Phase 2</li> </ul>	1 day

### Phase 3: Definition

Phase 3 consists of refining the design concept into a graphical representation. Content and/or script are developed in order to measure the parameters of the layout. It is not yet interactive as the core is defined.

Task	StirStick Studio	Client	Delivery Date
<i>Content / Script</i>	<ul style="list-style-type: none"> <li>• Writer determined in Phase 1</li> </ul>	<ul style="list-style-type: none"> <li>• Writer determined in Phase 1</li> </ul>	1 week
<i>Static version of design in graphic format</i>	<ul style="list-style-type: none"> <li>• Layout shows colors, shapes, images, etc.</li> <li>• Full design of 2 pages (when applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• -</li> </ul>	1 week
<i>Feedback &amp; Approval</i>	<ul style="list-style-type: none"> <li>• Present to client</li> </ul>	<ul style="list-style-type: none"> <li>• Provides feedback</li> </ul>	3 days
<i>Revisions (if applicable)</i>	<ul style="list-style-type: none"> <li>• One revision; develop Change of Scope document if major changes are requested that are outside of the Proposal</li> <li>• Revision: less than 3 hours</li> <li>• Major change (requiring a Change of Scope): more than 3 hours</li> </ul>	<ul style="list-style-type: none"> <li>• -</li> </ul>	4-6 days
<i>Final Sign-off</i>	<ul style="list-style-type: none"> <li>• Present to client</li> <li>• Requires client signature to proceed to Phase 4</li> </ul>	<ul style="list-style-type: none"> <li>• Sign off on Phase 3</li> </ul>	1 day

### Phase 4: Implementation

The look and feel has been created. All determined specifications are implemented into a working layout incorporating design and technical. A glimpse of the finished product is discovered in Phase 4.

Task	StirStick Studio	Client	Delivery Date
<i>Working layout (1-4 pgs)</i>	<ul style="list-style-type: none"> <li>• Includes graphics &amp; technical; flash, html, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• -</li> </ul>	1 week
<i>Feedback &amp; Approval</i>	<ul style="list-style-type: none"> <li>• Present to client</li> <li>• Determine future communication needs and presentations of “next steps”</li> </ul>	<ul style="list-style-type: none"> <li>• Provides feedback</li> </ul>	3 days
<i>Revisions (if applicable)</i>	<ul style="list-style-type: none"> <li>• One revision; develop Change of Scope document if major changes are requested that are outside of the Proposal</li> <li>• Revision: less than 3 hours</li> <li>• Major change (requiring a Change of Scope): more than 3 hours</li> </ul>	<ul style="list-style-type: none"> <li>• -</li> </ul>	4-6 days
<i>Final Sign-off</i>	<ul style="list-style-type: none"> <li>• Present to client</li> <li>• Requires client signature to proceed to Phase 5</li> </ul>	<ul style="list-style-type: none"> <li>• Sign off on Phase 4</li> </ul>	1 day

### Phase 5: Integration & Testing

Design and technical solutions are finished in Phase 5. Testing systems for functionality and performance is necessary for delivery of a polished site. Fine-tuning to optimize performance is completed if necessary.

Task	StirStick Studio	Client	Delivery Date
<i>Entire site design</i>	<ul style="list-style-type: none"> <li>Design remaining parts of the project</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>	1 week +
<i>Feedback &amp; Approval</i>	<ul style="list-style-type: none"> <li>Present to client</li> </ul>	<ul style="list-style-type: none"> <li>Provides feedback</li> </ul>	3 days
<i>Revisions (if applicable)</i>	<ul style="list-style-type: none"> <li>One revision; develop Change of Scope document if major changes are requested that are outside of the Proposal</li> <li>Revision: less than 3 hours</li> <li>Major change (requiring a Change of Scope): more than 3 hours</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>	4-6 days
<i>Testing</i>	<ul style="list-style-type: none"> <li>Tests the site on various platforms and speeds</li> </ul>	<ul style="list-style-type: none"> <li>Tests the site on various platforms and speeds</li> </ul>	2 days
<i>Revisions (if applicable)</i>	<ul style="list-style-type: none"> <li>Changes made per results of testing</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>	2 days
<i>Final Sign-off</i>	<ul style="list-style-type: none"> <li>Present to client</li> <li>Requires client signature to proceed to Phase 6</li> </ul>	<ul style="list-style-type: none"> <li>Sign off on Phase 5</li> </ul>	1 day

### Phase 6: Launch

The client's site is introduced into the market. In order to ensure future success, a meeting is set to discuss the project's processes as well as future support.

Task	StirStick Studio	Client	Delivery Date
<i>Launch</i>	<ul style="list-style-type: none"> <li>The site is completed and launched!</li> </ul>	<ul style="list-style-type: none"> <li>Execute publicity efforts</li> </ul>	
<i>Post-Launch meeting (Project Close)</i>	<ul style="list-style-type: none"> <li>Set meeting with client and involved parties to discuss the processes, communication, etc. during the project</li> <li>Set up schedule for site maintenance (when applicable)</li> <li>Discuss other needs and services</li> </ul>		Within 1 week of completion