

Maxim's Rapid Achievement Process (sm)

Phase	Activities	Outputs
1) Analysis	Management Interviews Research Competitive Analysis Audience(s) Analysis Traffic Planning	Management Objectives Business Plan Brand Positioning Document Marketing Plan Content Strategy Content Outline Wire Frames Navigation Architecture Functional Requirements Technical Spec's Detailed Project Plan RFQ (Optional)
2) Design	System Design Graphic Design Database Design Software Selection Hardware & Network Req's	2-3 Design Concepts Network Schematic H/W Diagram S/W Diagram Database Design

<p>3) Pre-Production</p>	<p>Produce Media Elements</p> <p>Prepare Infrastructure</p> <p>Write Copy & Headlines</p> <p>Generate Product Databases</p> <p>Generate Business Rules</p> <p>Setup Payment Processes</p>	<p>All Elements Ready</p> <p>H/W & Network Setup</p> <p>Software Installation</p> <p>Shipping/taxation defined</p>
<p>4) Programming/ Production</p>	<p>Development of Site</p> <p>Development of Databases</p>	<p>Initial Site Production Complete</p>
<p>5) Test/Review/Edit/Test/ Review/Tweak/Launch</p>	<p>Interactive reviews w/ Client</p> <p>Focus Groups</p> <p>Usability Study</p> <p>QA</p>	<p>Completed Web Site</p>
<p>6) Training</p>	<p>Skills training w/ employees to keep site content up-to-date and manage technical environment</p>	<p>Staff able to maintain Web site and make updates to content</p> <p>Staff able to processes orders</p>
<p>7) Support</p>	<p>Phone and email support by developer</p> <p>Remote administration by developer</p>	<p>Ongoing Support</p>
<p>All Phases</p>	<p>Project Management</p>	<p>Satisfied Customer</p>