

A meeting will be held to kick off the project and the team will outline these phases to the client so they understand the process.

Each step, beginning with sitemap creation, will require some form of sign-off or approval. All work is reviewed internally before sending anything for review outside of Multimedia Services. Communications should flow through the project manager, who will manage the distribution of the work/tasks.

Website Production Phases

While these steps will often be sequential, there will be some situations where the order is adjusted, or steps are done in parallel.

Phase One

1. **Kickoff Meeting** – Meet with partner/client/stakeholders and discuss objectives, goals and outcomes for the project, as well as resources, assignments, schedules, etc.
2. **Requirements Gathering** – Meet with the subject matter experts to gather information and requirements for the project.
3. **Sitemap Creation** – Based on the requirements gathered, begin developing the basic site structure – the basic outline of the site’s content and information, and how it is structured.

Phase Two

4. **Content Development** – Once the site structure/sitemap is finalized, the content editor can begin developing the content for the site.
5. **Wireframing** – (When necessary) Begin developing the information structure/layout in wireframe format. The goal of using the wireframe format is to get the team and partners to focus solely on the information structure, without the “distraction” of design and functionality. This will create the building blocks for the design and functionality, which will be addressed in later steps.
6. **Design and Development** – Incorporating the structure and functionality defined in the previous steps, design and development will bring together all elements and content.

Phase Three

7. **Client Review and Approval** – Once design and development is complete, the site will be reviewed by the client and any changes needed can be made. Changes should be sent electronically by the client to the designer, with any new content typed. The ideal number of edits should stand at two sets; more can be added only when necessary. Once the client is satisfied, final approval and sign-off will be needed, and then the 'go-live' process will start.

Phase Four

8. **Proofread and Go-Live** – Proofing of the site in its entirety by Multimedia Services, checking for formatting consistency, branding and AP style compliance. After proofing, the go-live process will take place with the involvement of UITs at Storrs and UConn Health's IT department. Once the site is live, it will be added to the site index listing, any URL updates will be made, and Google Analytics will be installed.