

Development Methodology

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PROJECT DEVELOPMENT APPROACH

To date, TerpSys has developed over 80 website solutions to delight our customers and their constituents. On these projects, we have developed and refined our approach for successful project delivery. Our unique differentiation is our ability to leverage our industry knowledge, visual design, usability and technical expertise. Based on our experiences with website projects, TerpSys proposes the following approach:

Phase 1: Discovery and Definition

The purpose of the Discovery and Definition phase is learning as much as possible about the website before production starts. We will seek out information about the organization, the industry, the competition and the consumers (users). Armed with this information, we will articulate and solidify the site's overall goals and objectives. Achieving these objectives within the designated timeframe will determine our strategy and approach for success.

Inputs

- Your web strategy
- Your mission, core values, goals, etc.
- Marketing materials
- Existing web site information, including content and server logs (statistics)

Outputs

- User Personas
- User Scenarios
- Creative Brief
- Technical Brief

Phase 2: Structure

The purpose of the Structure phase is to organize information in an intuitive manner so as to connect the user to the site's content. Our ultimate goal is to understand what information the user will seek when entering the site and to provide them with a simple and intuitive approach to accessing this specific information.

Inputs

- Outline of content

Outputs

- Site map
- Screen schematics (or wireframes)

Phase 3: Design and Validate

The purpose of the Design and Validate phase is to create the user interface (UI) for the site. During this phase, the navigation and functionality that were defined in the structure phase are addressed and tested.

Inputs

- Branding information
- Marketing materials
- Technical requirements

Outputs

- Design compositions
- Style guide
- Image templates
- HTML templates
- HTML Prototype

Phase 4: Build, Integrate and Test

The purpose of the Build and Test phase is to compile and create the actual site including all pages and links. These pages are thoroughly tested to make sure all of the site requirements determined in Phases 1 -3 are met. In addition, the project team will provide hands-on training for key members of your staff in the administration and use of the software we use.

Inputs

- Content
- HTML templates
- Image templates

Outputs

- Beta Site
- Trained Users
- QA test reports

Phase 5: Launch

The purpose of the Launch phase is to transfer the site from the development team to you. You will receive a handoff packet containing all source files, documentation, and other information necessary to launch and maintain your web site.

Inputs

- Completed site

Outputs

- Handoff Package