

# Project Definition Report

## Vanilla version

11<sup>th</sup> January 2011

Version 1

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# 1 INTRODUCTION

The objective of this document is to clearly define the scope of the project, the key stages of development, the project timeline, agreement on the project budget, resource allocation and planning. The document outlines requirements consolidation, project management structure and process, including functional/technical requirements, and client dependencies.

*Add any further information you feel is necessary here to explain the document's intentions.*

## 1.1 Site development: our process

*Every agency has processes in place and clearly defined project life cycle phases. Add yours here with an introduction to your project management build process.*

*At an agency I used to work at, our approach followed the six-stage process outlined below:*



## 2 THE JOURNEY

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In terms of the context of the project the overall objectives are as follows:

*Some information that is client specific and creates an environment round the project – to be filled in by the account handler*

*List the outputs by the SIX Stage (our however many your agency use)*

### 2.1 Stage One: Discover

This initial requirements capture stage is crucial to ensuring the eventual success of this project.

*A detailed paragraph needs to go here to explain what is involved in the discover stage of the report.*

*Deliverables to consider within the DISCOVER stage and items to consider that you might want to cost for.*

*For items that are not relevant delete as necessary*

#### Discovery deliverables and consideration areas

CMS requirements and issues

Content developing and auditing

Contract finalisation

Creation of the PDR

Creative requirements *(NB consider whether original photography, video, or illustration is required and feed into time plan)*

Hosting scoping and requirements

Meetings and presentations

Ongoing support

Qualitative and Quantitative research

Site Audits

Site marketing and SEO strategies

Structured Brain storming with client

Technical infrastructure auditing

Training

Usability and accessibility testing

Workshops

**CLIENT DELIVERABLES FOR THIS STAGE:**

- Approval of PDR
- Contract
- Purchase Order
- Graphical assets (Brand guidelines, logos, imagery, etc)
- Purchase of URL's

## 2.2 Stage Two: Evaluate

*A detailed paragraph needs to go here to explain what is involved in the evaluate stage of the report.*

*Deliverables to consider within this stage and items to consider that you might want to cost for. Delete the table lines if they are not relevant for your project*

### OUTPUT FROM AGENCY TO BE DELIVERED AS PART OF EVALUATE STAGE:

#### Evaluate deliverables

- Audience needs matrices/pen portraits
- Brand Boards
- Brand wheel
- Colour Palettes
- Content copy briefs
- Creative brief
- Pyramid communication matrices
- Qualitative research interviews
- Structured workshops
- Strategic IA
- Information architecture detailed
- Wire diagrams and no of levels to be done to
- Technical/functional specification
- Likely number of templates
- Usability peer review

If the work needs to involve and engage a wider number of stakeholders workshops and or qualitative research might be involved.

### CLIENT DELIVERABLES FOR THIS STAGE:

- Approval of Information Architecture

- Approval of Creative and content copy brief
- Handover of defined assets

### 2.3 Stage Three: Create

*A detailed paragraph needs to go here to explain what is involved in the create stage of the report.*

*Deliverables to consider within this stage and items to consider that you might want to cost for. You must specify the number of templates and routes they will be given so if there are more we can ask for extra money*

*Delete items that are not relevant to your project*

#### OUTPUT FROM AGENCY TO BE DELIVERED AS PART OF CREATE STAGE:

##### Create

##### Look and feel

- Number of routes and understanding will initially do home page and one level
- Take one route and work down to level three

##### Content

- Analysis and content brief
- Creation

##### Image Library

- Asset brief
- Asset creation (this could include original photography or illustration) this needs to be specified in detail and if necessary costed for)

##### CMS sites

- **Page layouts** (Photoshop)
- Level 1 (Home)
- Level 2
- Level 3 etc
- Image gallery
- Video page
- Audio page
- Flash item (pop-up or on-page)
- Content image production (Photoshop and Fireworks or Image ready)
- Exported graphics (Fireworks or Image ready)

##### Online Advertising

- Initial creative concepts (hand rendered or Photoshop)
- Storyboarding (Photoshop)

## Create

- **Flash banners** (Flash)  
Size / type (need to get list of these)
- Animated GIF banners (Fireworks or Image Ready) Sizes (need to specify)
- Landing page & data capture

### Flash sites

- Initial creative concepts (Photoshop)
- Storyboarding (Photoshop)
- Site build and animation (Flash)

### Style guides

(Word, PPT, intranet or Quark Xpress)

### Screensavers

- Initial creative concepts (Photoshop)

### Storyboarding

 (Photoshop)

### Animation/build

Flash and Screentime

### CLIENT DELIVERABLES FOR THIS STAGE:

- Approval of a creative route per site
- Approval from marketing team and Legal of content prior to entry on CMS

## 2.4 Stage Four: Build

This is the building and testing phase.

The usual tasks to be completed and signed off and should be considered as part of the PDR are:

### **OUTPUT FROM AGENCY TO BE DELIVERED AS PART OF BUILD STAGE:**

*Deliverables to consider within the build stage and to cost for*

*Delete items that are not relevant*

## **Build**

### **Content**

- Content generation, auditing
- Proofreading and checking

### **CMS sites**

- Configuring the Content Management System
- Building of bespoke applications within the cms
- Coding the look and feel templates
- Migration of data from existing sites
- Writing training documentation and train users
- User manual for content updates
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### **Application Development**

- The building of bespoke backend functionality
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- Proof and review site on staging environment
- W3C compliance and accessibility
- Content entry
- Functional testing
- UAT testing

### **CSS Templates**

- No of templates
- Building Front End Presentation from design Slicing of Signed Off Design PSD's
- Technical documentation

### **CLIENT DELIVERABLES FOR THIS STAGE:**

- Site sign-off by Marketing and Legal team

## 2.5 Stage Five: Launch

This stage comprises CMS installation, content migration, testing and go-live:

### OUTPUT FROM AGENCY TO BE DELIVERED AS PART OF TEST STAGE:

*Deliverables to consider within the Test stage and to cost for*

*Delete items that are not relevant*

### Test, Handover, Launch

- Proof and review site on staging environment
- W3C compliance and accessibility
- Functional testing
- UAT testing Installation of CMS and development website on hosting environment
- Integration/System Testing
- UAT testing

### OUTPUT FROM AGENCY TO BE DELIVERED AS PART OF LAUNCH STAGE:

- Website on hosting environment (pending on clients decision if we will host sites)
- Training of editors on content management
- Final system UAT with a focus on search and accessibility
- Go live

### CLIENT DELIVERABLES FOR THIS STAGE:

- Site sign-off by Board of Directors

## 2.6 Stage Six: Feedback

*Provide a paragraph her on how important feedback, analysis and on-going support is.*

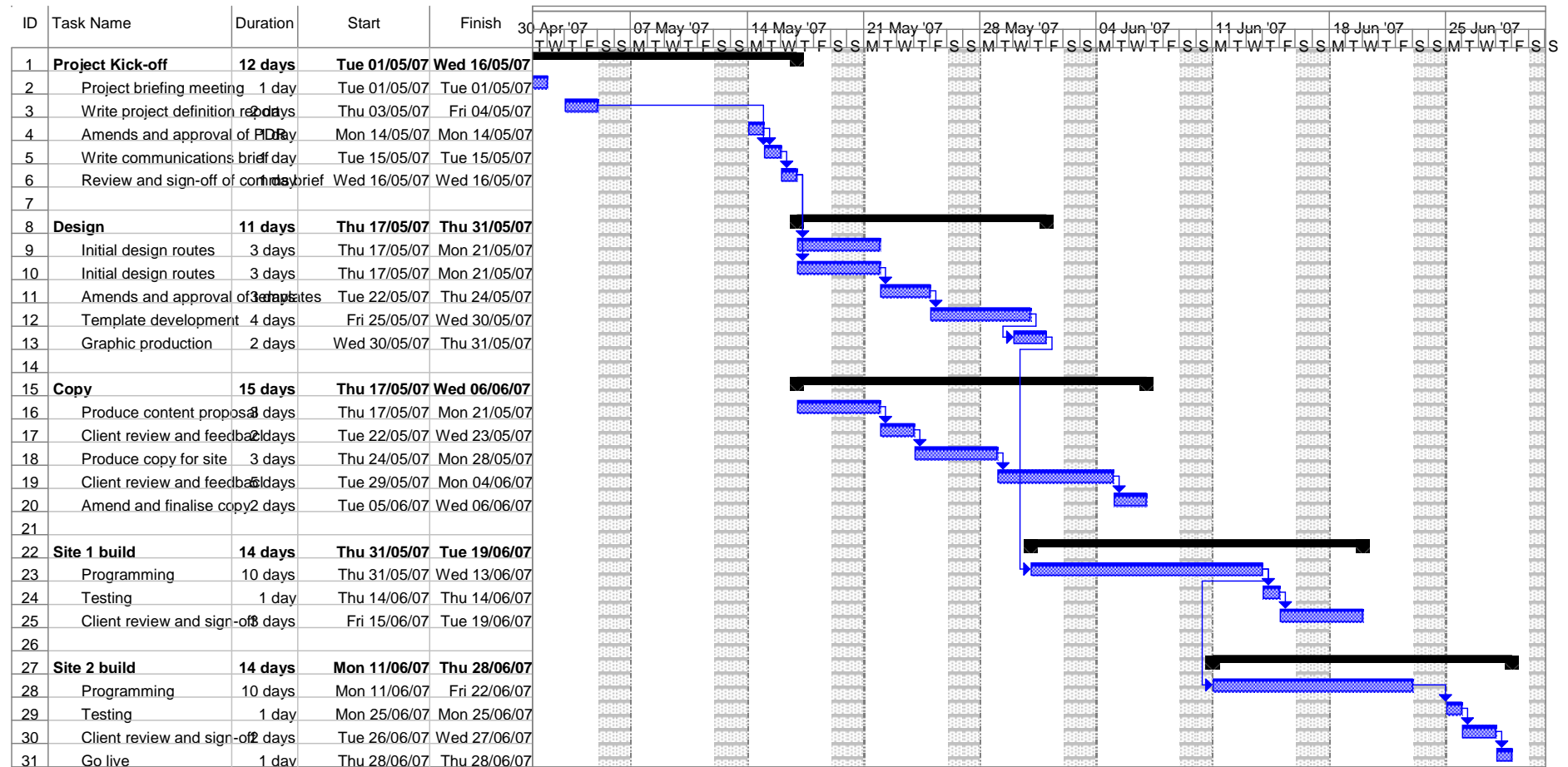
### OUTPUT FROM AGENCY TO BE DELIVERED AS PART OF FEEDBACK STAGE:

- Implementation of web analytics/tracking software

### CLIENT DELIVERABLES FOR THIS STAGE:

- Decision on which tracking package to implement
- Functionality on both sites for email a friend, data capture, competition page and competition form (based on competition implementation by client or third party)

### 3 PROJECT TIMELINE



## 4 PROJECT COST ESTIMATE

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### Website design and build

Project kick off, including project definition report and communications brief	£
Design, including two routes of template options, template development and graphic production	£
Testing	£
Photography	
Content copywriting	£
<i>Discount</i>	

### Sub Total

### Hosting

Hosting set-up
Hosting to year end for domainname.com (6 months @ £XXX per month)

*Pre-agreed hosting discount*

### TOTAL, including design, build and hosting

### Additional costs – site amends

Basic copy amends	£XXX / hour
Image production	£XXX / hour
Programming amends	£XXX / hour

### NOTES:

- *For example: CMS licence cost not included, all amends will have to be done by Agency prior to approved costs per update*

## 5 PROJECT PROCESS, DOCUMENTATION AND REPORTING

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### 5.1 Review Meetings and Documentation

*Write down your comms plan here*

*Write down your meeting plan here*

*A paragraph on QA procedures*

*A paragraph on each of the project mgt docs expected to be supplied, for example*

- *Contact Reports*
- *Technical and functional Specification*
- *Change Request Form*
- *Version / Source control*

## 6 TEAM ROLES AND RESPONSIBILITIES

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*Write an introduction about your company's view on teams and responsibilities.*

Team Members	Job Title	Skill set
Jude Ramone	Head of Strategy and Managing Partner	<i>Example: The Head of Strategy determines the strategy of the project, the communication brief and oversees all research and analysis. They are responsible for defining the 'communication' - the core strategy of the site.</i>
xxx	Strategic Planner	
xxx	Client Partner	
xxx	Account Manager	
xxx	Creative Director	
xxx	Art Director	
xxx	Technical Director	

## 7 PROJECT DEFINITION REPORT SIGN OFF

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This is to certify that the Project Definition Report satisfies the requirements and is accepted as complete.

In signing this document you signify that you are:

- Confirming the stated objectives and deliverables
- Confirming the initial cost
- Confirming acceptance of the project timeline
- Accepting the stated assumptions and dependencies
- Initiating the project and committing the budget for the project

Name & title \_\_\_\_\_

Date \_\_\_\_\_

Name & title \_\_\_\_\_

Date \_\_\_\_\_

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