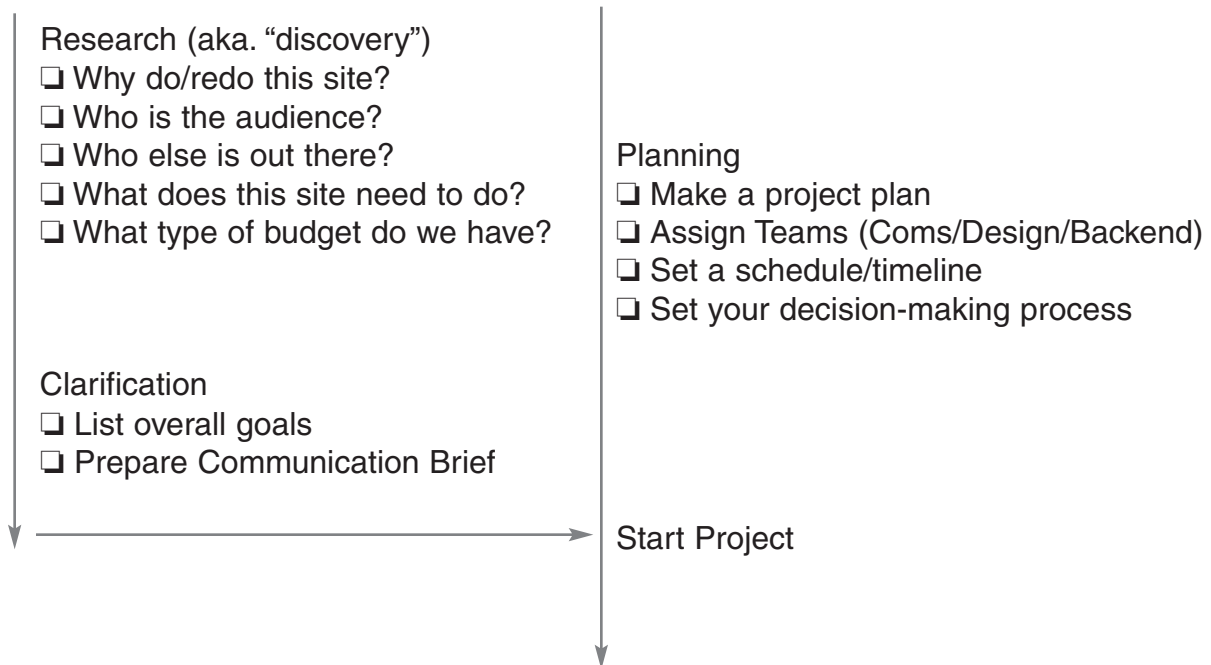


# Website Design/Re-Design Process checklist:

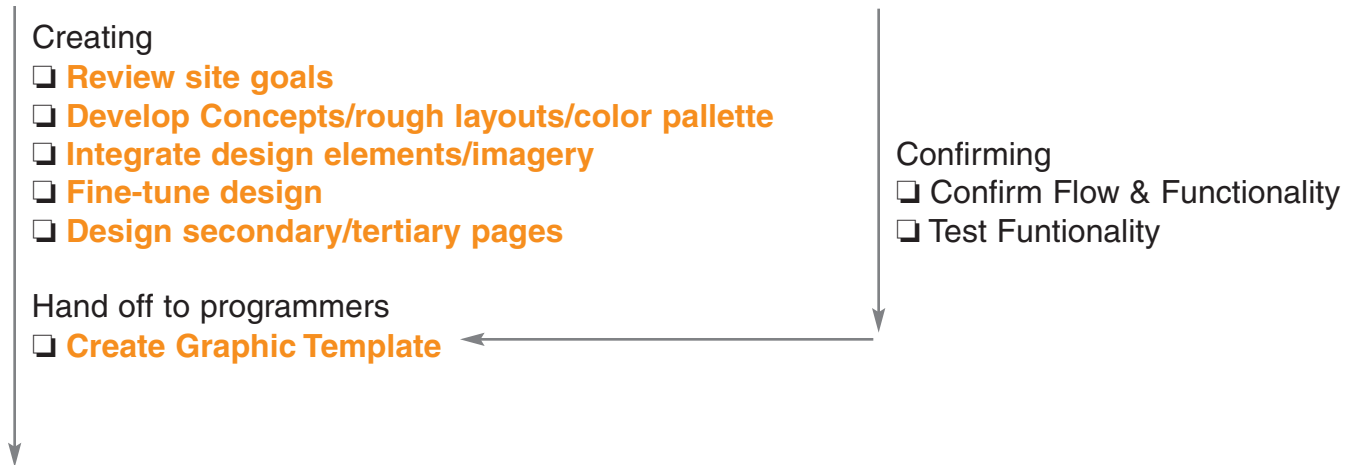
## I. DEFINE THE PROJECT (CLIENT/COMMUNICATONS STRATEGIST: \_\_\_\_\_)



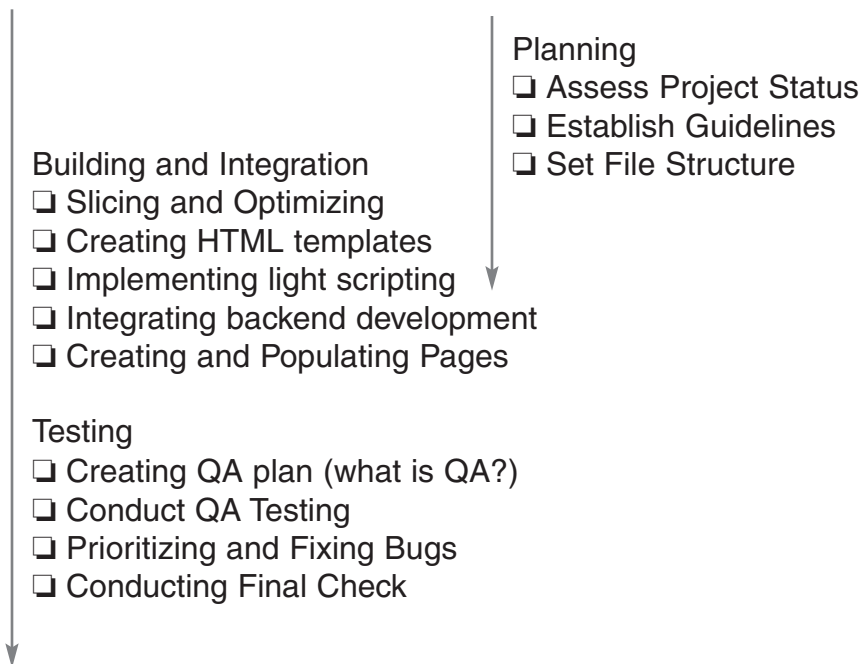
## II. DEVELOP SITE STRUCTURE (COMMUNICATIONS TEAM: \_\_\_\_\_)

- Content-View
  - List desired content
  - Audit existing content
  - Create Content Delivery Plan
- Site-View
  - Make a sitemap
  - Set naming conventions
- Page-View
  - Make wireframe
  - Define navigation
  - Set names and lables
- User-View
  - Define Key User Paths
  - Create User scenarios
  - Develop html protosite

### III. DESIGN VISUAL INTERFACE (DESIGN TEAM: DESIGN ACTION)



### IV. BUILD AND INTEGRATE (BACKEND TEAM: \_\_\_\_\_)



### V. LAUNCH AND BEYOND (BACKEND TEAM AND COMMUNICATIONS TEAM)

Delivery  
 Training, etc.

Launch  
 Creating Buzz, etc.

Maintenance  
 and so on