7 STEPS OF WEB PRODUCTION MANAGEMENT

1. DISCOVER
2. DEFINE
3. STRUCTURE
4. DESIGN
5. BUILD AND TEST
6. LAUNCH
7. EVALUATE AND MAINTAIN
DISCOVER

• ANALYZE YOUR INDUSTRY

• UNDERSTAND YOUR AUDIENCE
DEFINE

“Determine Overall Goals and Objective”

WHAT do we need to do?

HOW DO WE SATISFY THE CUSTOMERS NEED?!?!

HOW will we do it?
"Blueprinting the site from a functional and organizational perspective"

**SITE VIEW**
- Building a Site Map
- Setting Naming Conventions
- Addressing Functional Areas

**SCREEN VIEW**
- Creating Screen Schematics
- Determining Navigation
- Outlining Content and Functionality

**USER VIEW**
- Creating User Scenarios
- Determining User Paths
- Testing with Users
DESIGN

"THE FUN PART"

BUILD A PROTOTYPE
BUILD AND TEST

- PRE-PRODUCTION
- BUILDING
- TESTING
LAUNCH
LAUNCHING YOUR SITE

- Final QA and Release
- The Live Moment
- Confirming Site Security
- Preparing Announcement Plan
- Submitting to Search Engines
Will you be conducting any usability tests after the system is launched?

Evaluate and maintain.
$$ PROJECTED EARNINGS $$

$40,000 – $120,000
QUESTIONS
The End