

Project Development

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Define PHASE

1. Needs Analysis



*“And that’s all I need too.
I don’t need one other thing, not one -
I need this.
The paddle game, and the chair,
and the remote control,
and the matches, for sure.
And this.
And that’s all I need.
The ashtray, the remote control,
the paddle game,
this magazine and the chair.
[walking outside]
And I don’t need one other thing,
except my dog.
[dog barks]
I don’t need my dog.”*

Navin R. Johnson:



*What is the
need the
site will fill?*



Define PHASE

2. Problem statement



"That's another fine mess you've gotten me into."

Oliver Hardy



"Houston, we have a problem!"

Tom Hanks, Apollo 13

*What is the
problem the
site will solve?*



Define PHASE

3. Determine the audience



LOST cast - "the others"

"Know thyself" is a good saying, but not in all situations. In many it is better to say, "Know others."

Menander



The Illusionist

"We don't live in a world of reality, we live in a world of perceptions."

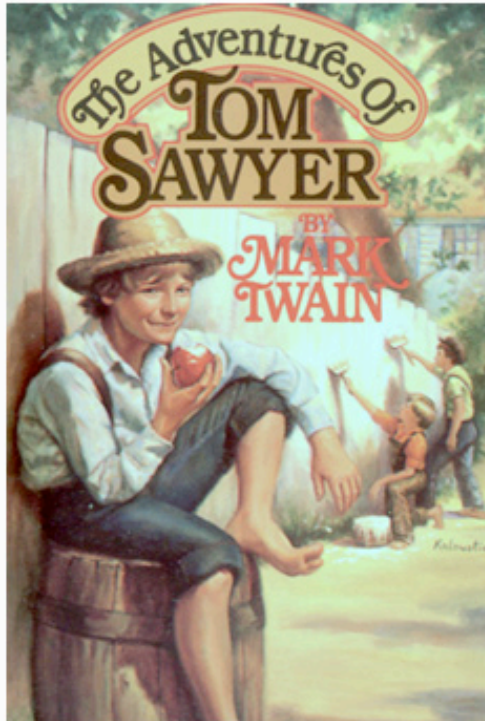
Gerald J. Simmons

*Who will
visit
the site?*



Define PHASE

4. Define tasks



*“There is only one way . . .
to get anybody to do anything. . . .
And that is by making
the other person want to do it.”*
Dale Carnegie



*“The secret of getting ahead is
getting started. The secret of getting
started is breaking your complex
overwhelming tasks into small
manageable tasks, and then starting
on the first one.”*

Mark Twain

*What needs to
be done to
build the site?*



Define PHASE

5. Define responsibilities



*"Don't torture
yourself Gomez
that's my job!"*

*Morticia Addams,
The Addams Family*



"We don't need no stinkin' badges!!"

Blazing Saddles

*Identify who
will do
each task.*



Define PHASE

6. Plot timelines



Marilyn Monroe

*“I've been on a calendar,
but I've never been on time.”*

Marilyn Monroe

*“You may delay, but time will not,
and lost time is never found again.”*

Benjamin Franklin

*A calendar
of some sort
to identify
due dates.*



Design PHASE

1. Identify objectives



The Bourne Supremacy

“The objectives and targets always came from us.”

Pamela Landy, The Bourne Supremacy

“What do you want to achieve or avoid? The answers to this question are objectives. How will you go about achieving your desired results? The answer to this you can call strategy.”

William E. Rothschild

What does the site need to accomplish?



Design PHASE

2. Outline content



INGREDIENTS

- 6 Granny Smith apples
- 6 wooden sticks
- 1 (14 ounce) package individually wrapped caramels, unwrapped
- 2 tablespoons water
- 1/2 teaspoon vanilla extract
- 3 cups trail mix
- 1 cup semisweet chocolate chips

The objectives determine the content in the site.



Design PHASE

3. Flowchart the navigation

"Just follow the yellow brick road."



The Wizard of Oz



*"If I have even just a little sense,
I will walk on the main road and
my only fear will be of straying from
it. Keeping to the main road is easy,
But people love to be sidetracked."*

Lao Tzu

Map out how
the visitor
will navigate
the site.



Develop PHASE

1. Produce and gather all elements



*"Whatever you can do or dream you can, begin it.
Boldness has genius, power and magic in it!"*

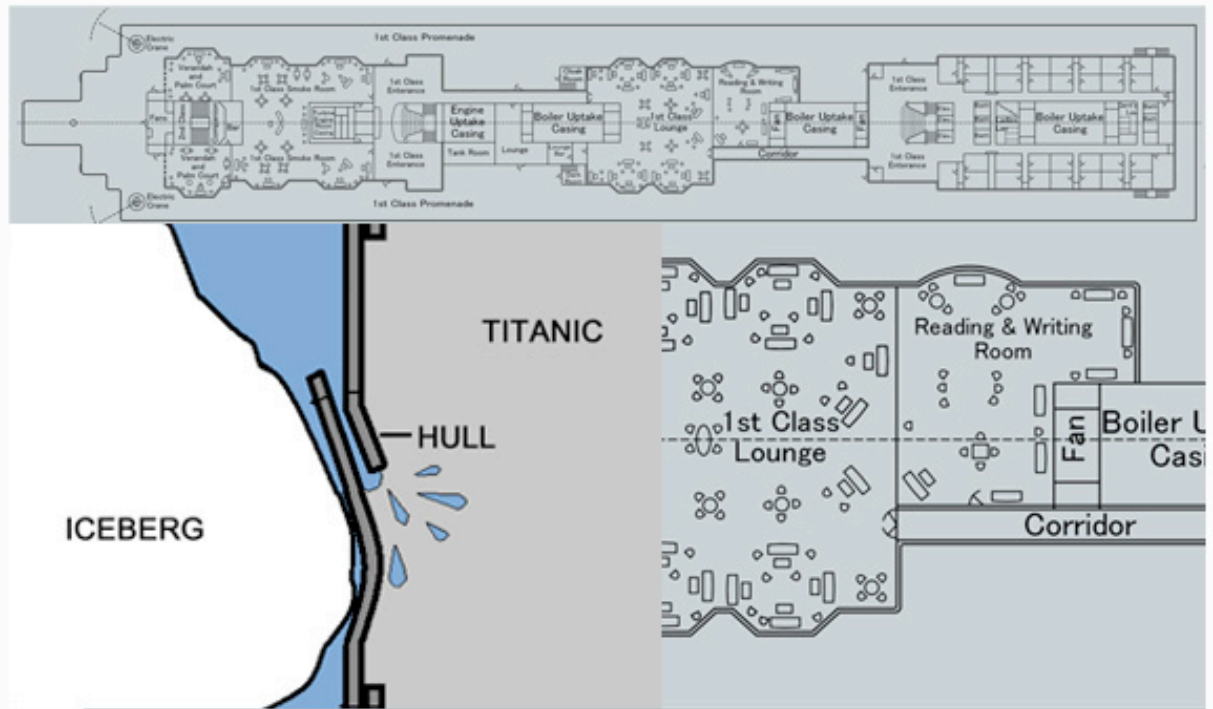
Goethe

*An
inventory
list!*



Develop PHASE

2. Lay out the site



"There is no reason to repeat bad history."

Eleanor Holmes Norton

*Follow
the
thumbnails!*

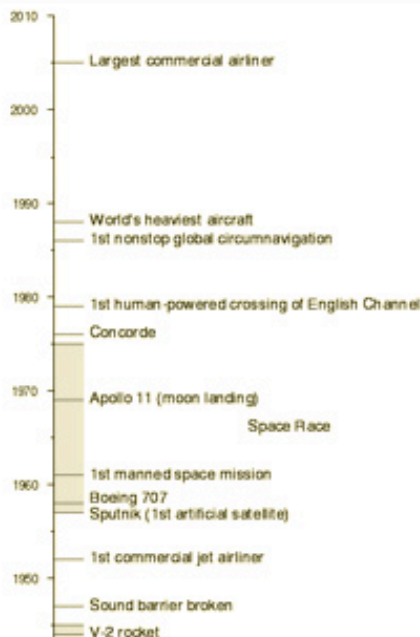


Evaluate Phase

1. Test Plan



*"All you need is the plan, the road map,
and the courage to press on to your destination"*
Earl Nightingale



*Repair,
tinker
and tweak.*