

3. TimeFrame

A time and resource framework

The LevelSet (Phase 2) activity results in a clearly defined choice of web elements and functions that have a logical hierarchy in terms of complexity; the TimeFrame document places the client-selected elements from the LevelSet and places them in the context of *time*.

Structured to be similar to a traditional Gantt chart, the TimeFrame document becomes a central project management tool for the successive phases of the work. Each LevelSet item (or grouping) is assigned to a 'timeframe' in the project scope. This process allows us to provide our client with a realistic, optimized workflow framework from which we can drive important decisions about

- data and content sourcing
- client review and approval milestones
- revision and editing/QC processes

This TimeFrame document also includes a precise specification of the operating environment, software tools and other parameters that comprise both the website authoring, software development and maintenance procedures.

Attaching the “who” to the “when”

A website is typically a team effort that brings together groups and departments that may not have worked together on a time- and mission-critical project before. Consequently, another important set of information that we incorporate into the TimeFrame document comes from identifying the client's appointed individual or group responsible for each LevelSet task — *who* will actually do the work or source the data and content. Wherever available, this information is added to the right side of a typical [TimeFrame document](#).

TEAM

- Forepoint's principals, in coordination with Sage Marcom.
- Coordination (usually by 'phone) with CTT Internet team for task assignment.

TASKS

- Move chosen LevelSet elements into a time and resource framework.
- Publish TimeFrame document in both online and printable formats

COSTS

No charge (included in the work already defined for the Design Domain™)

RESULTS

Online TimeFrame document with active links to online team information (with e-mail and telephone contact information)

title page

introduction

1 survey

2 levelset

3 timeframe

4 design domain™

5 implement

6 launch + pr

7 maintain

8 refresh

help

www.forepoint.com
 315-443-2083 voice
 315-443-4745 fax

3. TimeFrame: Sample

ACME WEBWIDGET COMPANY • TIMEFRAME DOCUMENT 970116.77

REVIEW
 REVISE
 LAUNCH

MAY JUN JUL AUG SEP OCT

LEVEL ZERO													WHO?				
• webwidget homepage, with identity/mission																	Corporate
• Sub-pages, with editorial as supplied by WorldWidget:																	
• Who We Are																	PR, Corp.
• why webwidgets?																	Marketing
• WebWidget executive biographies																	HR, Mktg
• e-mail, phone and fax contact																	Corporate
• request form for mail-order catalog																	Mktg, ???
LEVEL ONE													WHO?				
• WebWidget full-line catalogs online as a database-driven system																	
• allow searching and subset browsing of WebWidget part numbers																	Engineering
• online availability updates for WebWidget QuikShip:																	Sales, Eng.
• view availability of selected WebWidgets (weekly postings)																	Sales
• direct link to local sales office web page/e-mail																	Mktg, ???
• Dealer locator by state, city																	Sales
• result of search includes map of area, with link to mapping site																	Sales, Corp