4. Design Domain™

A centralized website design and project management tool

The Design Domain™ becomes the central overview, design, development and staging area for the website project, combining information from the first three phases into a set of five active "maps" that give project team members current information about the project. These five interactive maps — published as a combination of Acrobat™ files and web pages — are available for viewing and printing through a password-protected website. This site is a central tool for team members from Forepoint and the client's web group to coordinate and review website design and implementation activities.

• The **TimeFrame** (from Phase 3) becomes an active, clickable document, with additional 'breakout' levels of activity for each LevelSet task or group. Each TimeFrame item now also 'clicks through' to specific components of the other four maps.

• The **Site Map** shows the logical organization of the website, showing both directory structures and planned hardware/webserver architectures.

• The **Source Map** is an overlay of the Site Map that shows data and content sourcing by business group and/or individual.

• The **Process Map** shows the data filtering and publishing processes that are associated with each data or content source. This map shows you the underlying tasks that turn your raw data into a published web page.

• The **Archive Map** shows where information will be moved and stored after it is no longer actively a part of a website page. For example, press releases might be indicated as being accessed from a separate "PR Archive" page once they are over thirty days old; after one year they might be archived offline.

continued

TEAM

Forepoint's design and technology principals

Meeting with project group for confirmation of Time-Frame parameters.

TASKS
• Review team member responsibilities.
• Create Design Domain™
• Revision cycle
• Finalize Design Domain™

COSTS
• Low: $2,400
• High: $16,000
• Typical: $6,000–10,000
• plus meeting time and out-of-pocket expenses.

RESULTS
• Updated TimeFrame document
• Design Domain™ website
• Pricing for successive Phases

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1 survey

2 levelset

3 timeframe

▶ **4 design domain™**

5 implement

6 launch + pr

7 maintain

8 refresh

summary

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

4. Design Domain™

Active project information online

The Design Domain™ maps are typically updated weekly or biweekly; during critical project phases, updates can be made as often as necessary (often daily or even twice daily, in the case of critical pre-launch activities).

The Design Domain™ *is* the website

The Site Map is designed to link directly to the real directory structure of web pages that — when implemented — become the *actual pages that will be 'staged' for review and displayed at launch.* Establishing these 'placeholders' for all web content and data allows all team members to visualize the actual web page*s in context with the framework of the site* — and see where adjustments to the navigational hierarchy may be necessary. For example, a "New Products" page may initially be placed as a link from the "What's New" page, available only from a button on the "home" page. Upon reviewing this relationship, it might be decided that the "New Products" page should have a link directly from the "home" page — or even become a key navigational element (e.g., part of a 'button bar'). Seeing these link and page relationships *in the context of the actual site* helps bring to light important decisions like this — decisions that can affect a website's emphasis and impact — and allow important corrections or adjustments to be made early on in the project.

Multiple launch strategies

In a complex website project — one with a high degree of business functionality (and therefore complexity — it may be smart to launch the site in stages, with 'high level' pages made available online as soon as possible, followed by 'roll-outs' of additional functionality. The Design Domain™ helps us and our clients make smart decisions about possible scenarios for these incremental site launches based upon milestones established in the TimeFrame map.

FOREPOINT

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TEAM

Forepoint's design and technology principals

Meeting with project group for confirmation of TimeFrame parameters.

TASKS

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• Revision cycle
• Finalize Design Domain™

COSTS

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RESULTS

• Updated TimeFrame document
• Design Domain™ website
• Pricing for successive Phases

4. Design Domain™ : Team

Although created by Forepoint, the Design Domain™ defines how the client's web development team will interact with the Forepoint and other project team members from this Phase onwards. Typically, there are team members who are responsible for one or more (or even all) of the following for their particular business group:

- **Content Sourcing**
- **Data Sourcing**
- **Review (design)**
- **Review (language, edits, typographical errors, etc.)**

- **Approval/Sign-Off**
- **"Exposure" (legal or PR-related)**
- **Review (accuracy of data)**

For example, a team member identified in the Sourcing map as being responsible for the supply of product data will probably also be part of a review step (for accuracy of data, when it is transferred to the web). This team member would therefore be shown as part of the Sourcing map and a specific TimeFrame element (i.e., review of product catalog).

It is therefore important to translate the "Who" assignments from the TimeFrame to the other maps in the Design Domain™.

Hints/Accelerators:
- Each group leader should preassign sourcing/review/approval/signoff tasks wherever possible.
- Reduce the number of "core" team members involved in these tasks wherever possible.
- Conference calls between smaller groups for offline reviews may help this process.

4. Design Domain™ : Tasks

1. Review TimeFrame document with client, making changes as necessary (Client & Forepoint)

This is the time to make decisions about the roll-out strategy: should you launch a less-complex site first, then launch additional levels of functionality at later stages? This strategy should be in place as much as possible prior to laying out the Design Domain™ framework.

2. Review team member responsibilities (Client & Forepoint)

Who will create or source the content and data? Who will review and approve website pages as they become available in the Design Domain™? Wherever possible, these team assignments should be in place.

3. Create Design Domain™ site without web page structure (Forepoint)

4. Review Design Domain™ site (Client & Forepoint)

The site is "staged" for review in a restricted, password-protected area. A telephone conference call is usually sufficient to give the client a "feature walk" of the site, its navigation and tools.

5. Create underlying web page structure (Forepoint)

Forepoint creates "placeholders" for all web pages, with text-only navigation (graphical navigation is part of the Phase 5 "Implement" step).

6. Review and approve web page structure (Client & Forepoint)

After making any necessary revisions to the page structure (as per our example), Forepoint finalizes the structure and publishes it in the restricted area. Passwords are assigned to all web team members.

7. Prepare pricing for successive Phases (Forepoint)

Forepoint submits pricing for Phase 5 (Implement) and successive Phases.

4. Design Domain™ : Costs

1. Updated TimeFrame document with roll-out strategy and task assignments

Normally requires a half- or full-day group meeting. Forepoint charges $ 800.00 per diem for each Forepoint Staff Member (normally two are present), plus out-of-pocket expenses.

2. Design Domain™ website (first pass and revisions and web page structure)

Low: $2,400
High: $16,000
Typical: $6,000 - 10,000

3. Review meeting or conference call

A one- or two-hour conference call is normally sufficient. $125.00 per hour plus out-of-pocket expenses

4. Pricing for successive Phases

Online and Acrobat (.pdf) proposal is provided at no charge.

4. Design Domain™ : Results

1. Updated TimeFrame document with roll-out strategy and task assignments

2. Design Domain™ website (first pass, without web page structure)
- TimeFrame (online version of Phase 3 document)
- Site Map
- Source Map
- Process Map
- Archive Map

3. Review meeting or conference call

4. Revised Design Domain™ with underlying web page structure
- TimeFrame
- Site Map
- Source Map
- Process Map
- Archive Map

5. Pricing for successive Phases

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resource center

resource center
training

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