5. Implement

Fleshing out the Design Domain™

The framework of the Design Domain is now populated with data and content.

Data is usually tabular or database-derived information used in the 'dynamic' areas of the site. Examples include zip code and telephone tables for a dealer locator, product model numbers and descriptions for an online catalog, etc. **Content** refers to the words and pictures that make up static elements of the website. Sources for content include text files, photographs or scans, charts, etc.

The Source Map from the Design Domain™ becomes an active tracking device for all this content and data. Typically, weekly review meetings help expedite this sourcing activity.

As pages and dynamic content are completed and prepared for review, all Internet team members are alerted by e-mail. Comments and revisions are usually handled via conference call or by e-mail to the Forepoint development team. It is not unusual for small changes or enhancements to the navigational user interface to occur during these first review sessions; as we move closer to launch, however, the interface is normally 'locked' into the design so implementation is not delayed.

The Process Map shows the Internet team where the 'back-of-house' processing and programming chores are being addressed; it also builds a knowledge-base of information that allows us to highlight 'hotspots' — areas where we may need to streamline the process to meet the launch target. This kind of tracking helps solve 'mission-critical' development problems before they impact the project as a whole.

The result of this implementation phase is a 'launch-ready' website — still in a password-protected staging area — but ready for the Launch + PR phase.

TEAM	**TASKS**	**COSTS**	**RESULTS**
Forepoint's graphic design and technology principals Coordination (usually by 'phone and via e-mail) with Internet team & webmaster	• Receive and format all sourced content & data • Populate web pages with content and data • Review database processes and review all content	Pricing broken down by LevelSet/TimeFrame; typical HTML content work is charged at $80/hr; programming and complex content design, $125/hr.	A 'launch-ready' website or set of website capabilities as defined in a LevelSet/TimeFrame grouping. (as previously defined in Phases 2 and 3).