

Summary

We hope that this eight-phase approach has helped to give you a clearer picture of what you can expect from a website development project. Although we make no claim to have perfected an approach — *we're learning all the time, too* — we believe that it is essential to perform certain project phases in the correct sequence. In particular, the LevelSet and TimeFrame phases are important 'yardsticks' that must be established and clearly understood early on in the project.

A website project is likely to be driven not only by a corporate mission, but also by severe constraints of time and resources — resources that, in many cases, have not even been created yet (for instance, does your company have someone who is responsible for thinking up interesting promotional ideas, *every week*, and implementing them every week, too?) *We didn't think so...* The **LevelSet** process will help you identify these resources and/or how to find them.

And then there are the financial constraints. We think that our team at Forepoint can help you — at your chosen budget level — take the best possible advantage of the technology of web-based information and applications.

Here are three final thoughts that may help

drive your first (pre-Phase 1) “shopping list”:

1. **The ability of customers, employees or casual ‘browsers’ to reach you is critical** — and what they see, read (and hear) within the first few seconds is critical to your online ‘identity.’ Your website should be designed to be ‘world-class’ *even during those first moments of contact.*

2. **Your audience on the Web will be by nature broad and undefined** — so the design of your website must be capable of *adapting* to your audiences and their needs — giving them clear ways to *accelerate* their movement towards the information and data they want to find.

3. We believe that the new frontiers on the World Wide Web are in **applications which organize, navigate, manipulate, modify, analyze and apply information to real-world tasks** — a jump from simply accessing data to *using* it to gain knowledge and perform services. Your website may not *solve* a problem for your customer (an airbill tracking system, for instance, will only tell you *where* your package is – it won't actually deliver it for you) — but your website's functional elements should **resolve a targeted information need clearly, quickly ... and efficiently.**

? help

title page

introduction

1 survey

2 levelset

3 timeframe

4 design domain™

5 implement

6 launch + pr

7 maintain

8 refresh

summary