PROJECT PIPELINE

CLIENT

AGENCY

OTHER

PROJECT REQUEST

PROJECT REQUESTS

- **CLIENT** projects are created internally by AGENCY for a CLIENT.
- **AGENCY** projects are internal projects requested by higher level stakeholders such as CEOs.
- **Other** projects are requested by other internal departments such as the Social Team.

PROJECT CONSULTATION WITH STAKEHOLDER

CLIENT CONSULTATION

This meeting will cover all the needs of the project and how to best fulfill those needs to meet the clients expectations and meet curriculum objectives.

All Project Pipeline Managers will attend.

CLIENT PROTOTYPE DEVELOPMENT

INT

CLIENT PROTOTYPE REVIEW

Yes

No

CLIENT PRODUCT DEVELOPMENT

RAPID DEVELOPMENT PROCESS

The Web/Graphics-Team works together to develop the website in a modular format following the W3C best practices. Please note that these standards and best practices will drive the functionality of the project development and will serve as a development guideline. Social Teams will use graphical assets from Web-Team to draft social campaigns.

CLIENT PRODUCT REVIEW

No

PROTOTYPES MAY INCLUDE:

- Project outline/proposal
- Graphical mock-ups of intended final product
- Interactive/Web/Video development
- Overview of Platform Transition
- Social Ad Campaigns

Yes

AGENCY Teams

INT

Client/Stakeholders

EXT

PRODUCT FINALIZATION

FINALIZATION INCLUDES:

- Internal (Team) QA of Content
- External (Client) QA of content
- Testing of Site/Ads on platform
- Establish internal and external stakeholders plans of communication for revisions.
- Social Media Ads
- Faculty Connect Integration (if needed)

TWEAK FINAL DEVELOPMENT

Gather Feedback

BETA LAUNCH

FINAL PHASE

PRODUCT LAUNCH

- Publish Site on Platform
- Distribute Internal Communication Plans
- Distribute External Communication Plans
- Launch Social Media Ads

COMMUNICATION OF LAUNCH

PRODUCT LAUNCH

INT

EXT