The Vision Process

“ ” typically refers to website implementation

But the outline below covers the entire process from sale to launch

1. Marketing
2. Sales
   1. RFP
   2. Proposal
   3. Shortlist meeting and demo
   4. Win
   5. Scope of Work / Contracting
   6. Signing
3. Implementation
   1. Kickoff
   2. Survey / User Experience (UX) / Information Architecture (IA)
   3. Wireframe
   4. Design
      1. Revision
      2. Approval
   5. Programming
      1. Front end
      2. Back end
      3. QA
   6. Content migration
      1. Approval / Client QA
      2. Training
      3. Introduction to Support
   7. Launch
4. Maintenance