Static WORKFLOW

CONTENT MANAGER

INFORMATION ARCHITECT

DESIGNER

FRONT-END DEVELOPER

BACK-END DEVELOPER

THE STEPS IN A STATIC (WATERFLOW) WORKFLOW

1. KICK-OFF MEETING
2. CREATE WIREFRAMES
3. CREATE DESIGNS
4. HAND IT OFF TO DEV
5. QA (CHECK THAT IT WORKS!)
6. SHIP IT!

vs.

Fluid WORKFLOW

Prototype, Test & Repeat

CONTENT MANAGER

INFORMATION ARCHITECT

DESIGNER

FRONT-END DEVELOPER

BACK-END DEVELOPER

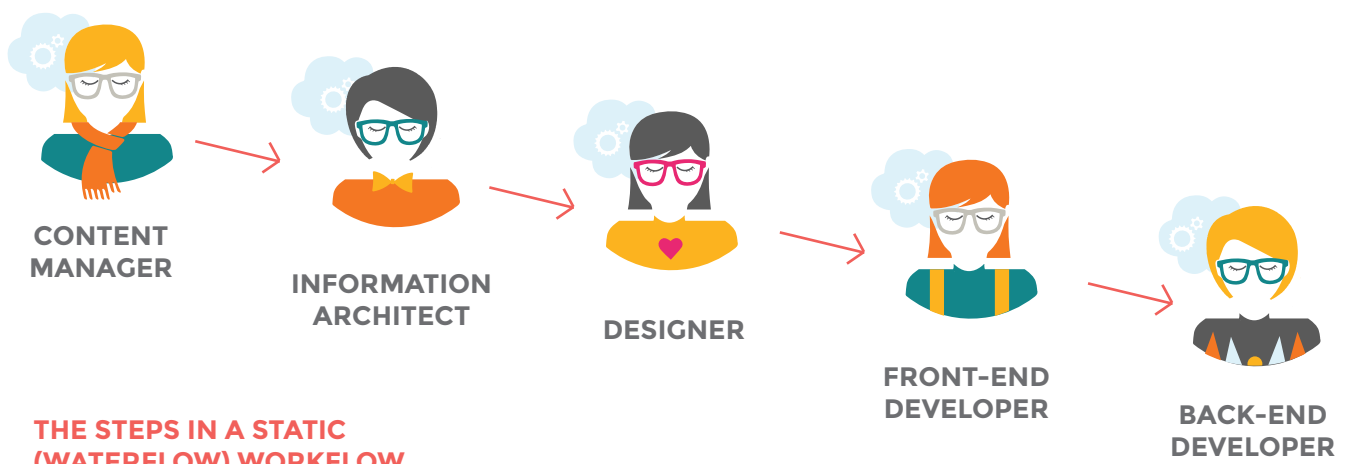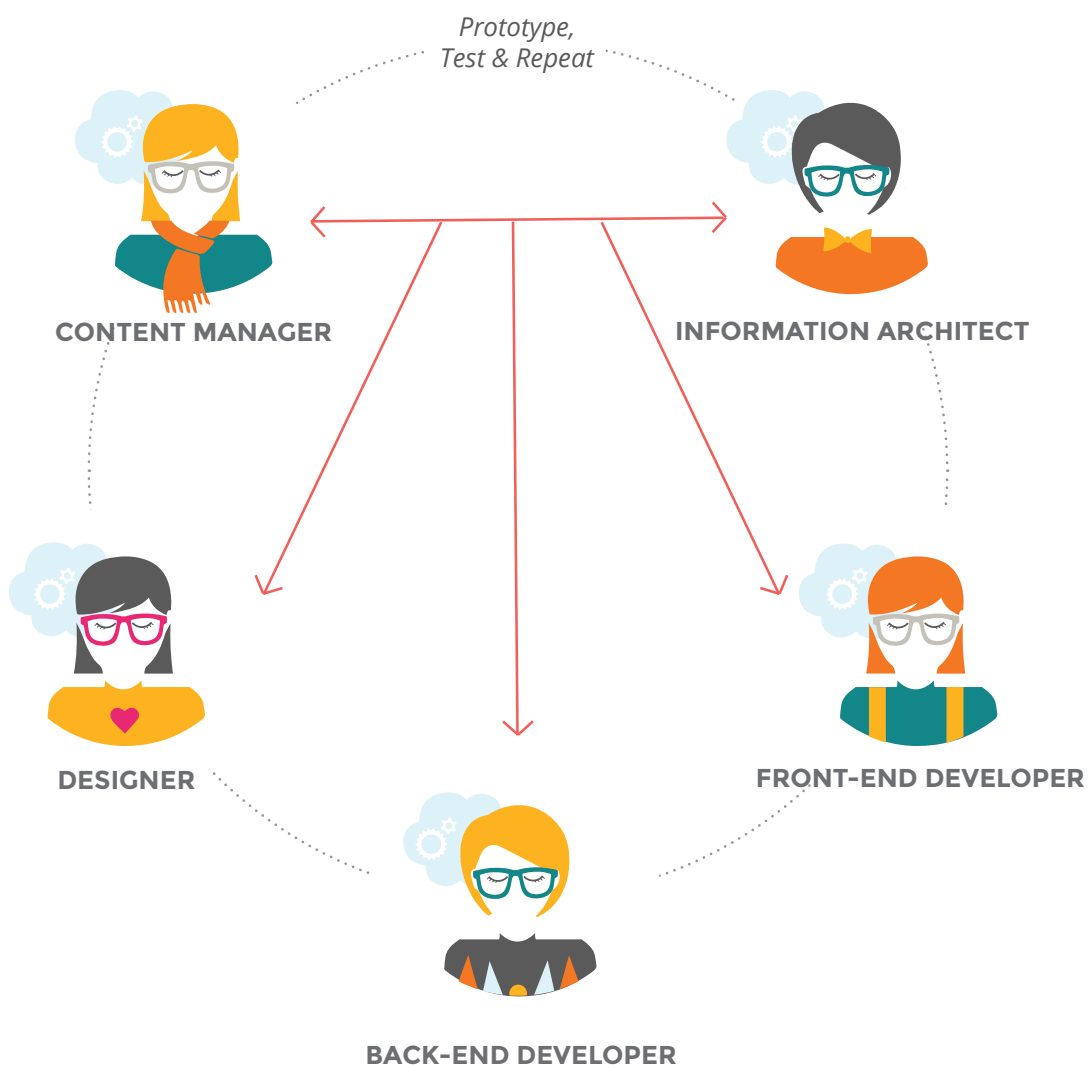**THE STEPS IN A FLUID WORKFLOW**

1. KICK-OFF MEETING
2. DISCOVERY MODE
3. CREATE CONTENT
4. CREATE WIREFRAMES
5. CREATE DESIGNS
6. TEST WIREFRAMES
7. MAKE YOUR DESIGNS BASED ON YOUR WIREFRAMES
8. SEND IT BACK TO CONTENT!
9. TEST + REVISE YOUR DESIGNS
10. HAND OFF CONTENT AND DESIGN TO DEV
11. QA (CHECK THAT IT WORKS!)
12. SHIP IT!