Table 1

PLAN — DESIGN — BUILD — LAUNCH

Name	Task	Phase / Day range
		PLAN — Week 1 (1-5), Week 2 (6-10); **DESIGN** — Week 3 (11-15), Week 4 (16-20); **BUILD** — Week 5 (21-25), Week 6 (26-30); **LAUNCH** — Week 7 (31-35)
P.M	First kick-off meeting, finding out what the customer wants	Day 1
P.M	Second kick-off meeting, proposal and contract	Day 2
P.M, CW, V.D	Project planning, identifying goals	Days 3–4
CW, V.D	Research products and meeting with customer	Days 5–6
P.M, CW, V.D	Strategy planning meeting	Days 7–8
CW,	Text content planning	Days 9–10
CW, V.D, F.D	Structure of website meeting	Days 11–13
V.D, F.D	Structure of website	Days 14–16
Photographer	Photoshoting products and company	Days 17–19
F.D	Coding and site build	Days 21–27
P.M, CW, V.D, F.D	Reschedule meeting	Day 28
P.M	Meeting with customer, presenting the website; version 1.	Days 29–30
F.D	Cross platform and browser testing	Days 31–33
CW, V.D, F.D	Refinement of website	Days 33–34
P.M, CW, V.D, F.D	Launching of website	Day 35
CW, V.D,	Strategy planning	Days 7–9 (blue)
CW	Text content development	Days 13–15 (blue)
V.D	Style Tiles	Days 14–15 (blue)
V.D	Wireframes	Days 15–16 (blue)
V.D	Mock-ups	Days 16–17 (blue)
F.D	Implementation of logo	Days 22–23 (blue)
F.D	Coding of form page	Days 24–25 (blue)

1