**Branding Timeline (Pat Doran/Lindsay Austin):**

* 1/6 Afternoon Updated Logo/Branding/Brand Guidelines to BU for Approval
* 1/9 5PM Final Approval Due from the BU on the Logo/Branding/Brand Guidelines
* 1/11 EOD Final Asset Delivery to the BU

**UXA Timeline (Sam Rhee):**

* 1/5 Detailed UXA work begins
* 1/12 Internal Review
* 1/13 R1 Stakeholder Review (HE C4-152A)
* 1/17 R2 Stakeholder Review (HE)
* 1/18 EOD Final Sign-off of Wireframes Due from BU
* 1/18 EOD Hand-off final wireframes

**Content Strategy Planning Timeline (Annie Wang Team):**

* 1/10 Content Strategy Planning Begins
* 1/12 Internal Review
* 1/13 Stakeholder Presentation of Content Strategy (HE)
* 1/16 Deliver Final Content Matrix (Send PDF)
* 1/16 Develop Editorial Calendar Begins
* 1/24 Internal Review
* 1/25 Stakeholder Presentation of Editorial Calendar (Send PDF)
* 1/30 Deliver Final 6 month Editorial Calendar (Send PDF)
* 2/20 Development of Content Maintenance Plan and Future Content Recommendations Begins
* 2/23 Internal Review
* 2/27 Stakeholder Presentation of Content Maintenance Plan and Future Content Recommendations (Send PDF)
* 2/29 Deliver Final Content Metrics Content Maintenance Plan and Future Content Recommendations (Send PDF)
* 2/29 Content Strategy Planning Completed

**Omniture Discovery Timeline( Kim Pierce):**

* 1/18 – 1/25  Omniture Discovery takes Place

**Copy Timeline (Brooke Randel) :**

* 1/12 Copy Development Begins
* 1/24 Internal Review (meeting Set)
* 1/25 R1 Stakeholder Review (meeting Set) **NEED TO GET a Room in Hoffman & PROJECTOR**
* 1/27 R2 Stakeholder Review (meeting Set) **NEED TO GET a Room in Hoffman & PROJECTOR**
* 1/31 EOD Final Sign-off of copy Due from BU
* 2/1 EOD Hand-off final copy deck

**Creative Timeline ( Pat Doran/Lindsay Austin/Christina Egan):**

* 1/18 Visual Development Begins
* 1/24 Internal Review (meeting Set)
* 1/25 R1 Stakeholder Review (meeting Set) **NEED TO GET a Room in Hoffman & PROJECTOR**
* 1/27 R2 Stakeholder Review (meeting Set) **NEED TO GET a Room in Hoffman & PROJECTOR**
* 1/31 EOD Final Sign-off of Creative Due from BU
* 2/1 EOD Deliver of Final Assets to Development Team (sliced Images as well)

**Architecture/Environment Timeline (Brendan Gualdoni Team):**

* 1/10 Architecture Sign-off Meeting
* 1/12 to 1/26 API Development
* 1/12 to 1/19 CMS Initial Build
* 1/19 to 1/26 CMS API Integration
* 1/12 to 1/19 Integration Environment Setup
* 1/12 to 1/19 Integration Database Environment setup
* 1/10 to 1/13 Q/A Environment Setup
* 1/10 to 1/13 Q/A Database Environment setup
* 1/13 to 1/18 Production Environment Setup
* 1/18 to 1/23 Production Database Environment Setup
* **1/23 to 2/13 Web Development (build)**
* 1/30 to 2/13 Content Upload
* 1/13 to 1/20 Crons
* 1/19 to 1/26 Server Middleware Setup
* 1/26 to 2/2 Staging Environment Setup
* 2/2 to 2/9 Staging Database Environment Setup
* **2/13 Code Freeze**
* 2/13 to 2/16 QA Testing
* 2/16 to 2/21 Security Review
* 2/21 to 2/24 Legal Review
* 2/24 to 2/28 User Acceptance Testing
* 2/28 to 2/29 Push to Production
* 2/29 to 3/1 Client Review

* **3/1 Launch**