# Responsive Process

## Discovery

### Internal Kickoff

Team meets. Go over milestones and timelines, deliverables and scope, roles and expectations.

Process Owner

Project Lead

### Discovery & Project Analysis

Project team meets to determine the requirements from a technical, creative, and organizational perspective based on company, industry, and business objective research.

Process Owner

Project Lead

### IA & Content Strategy

Based on the knowledge gained in the discovery phase, content will be prioritized. This stage will also determine what features your users need. Content will also be assigned proper metadata to allow it to be centralized and extracted for any device experience needed. Well-planned, well-structured content will help create both the interaction and visual design systems.

Process Owner

IA/Content Strategy

Project Lead

### Strategic Direction - deliverable

All information found during discovery and content analysis will be compiled into a concise document that outlines the content, technical, and creative requirements. This document will act as the project map.

Process Owner

Project Lead

IA/Content Strategy

## Design

### Design Sketches

Rough wireframes and low fidelity UI sketches will be created based on the content and feature requirements. In this stage all of the content and content structure will be given proper placement and functionality will be designed.

Process Owner

Creative

IA/Content Strategy

UI

### Interaction Design - deliverable

The low fidelity design sketches of each main view will be refined and turned into greybox prototypes. This will help determine the natural breakpoints and responsive interaction patterns. The prototype can also be used as a client deliverable to demonstrate the responsive layout changes for each device.

Process Owner

UI

Creative

### Visual Design - deliverable

Branding elements, color palettes, and typography will be designed based on the content, natural breakpoints, and feature enhancements determined during the design sketching and interaction design phases. Designing around these elements allows for better design of each state of a feature and allows for device agnostic design.

Process Owner

Creative

## Develop

### Theme Build

Once the design phase is completed, the development phase will begin. The front end will be built out using standards compliant html & css. Javascript will be used for any necessary interactions. All efforts will be taken to ensure a progressively enhanced experience for users. When possible, all content will be available to all users. Our Browser Support policy will be used as a baseline guide of support for design and interactions.

Process Owner

UI

Project Lead

### CMS Build

The CMS build will generally take place concurrently with the front end build. The engineers will build out any necessary backend features.

Process Owner

Engineering

Project Lead

### Quality Assurance

Our browser support policy will be used as a baseline guide. Device & Browser testing will take place to ensure the site functions properly across a range of devices and platforms. It is important to understand that the design may be different from device to device. The differences will be due to device specs and experience. It’s not about making everything look the same; it’s about creating the optimal experience across all devices.

Process Owner

Project Lead

UI

Engineering

### Launce & Release - Deliverable

Process Owner

Project Lead

Engineering