* + **Design:**
    - Freeze on mobile responsive version templates (Neha)
    - Continue on the requirements document (Neha)
    - Preparation of the PSD / HTML5 files (Azri)
    - Project Plan from Azri (Bharat)
  + **Important Workflows & Editorial Backend:**
    - Registration Workflows (Paul, Neha, Azri)
    - Content Publishing Interface (Gil, Paul)
    - Editor Content Upload Workflows (Gil + Azri)
    - Author Content Upload Workflows (Gil + Azri)
    - Reporting Dashboards
      * Digital team (Apurva, Gaurav)
      * TL team (Apurva, Paul)
  + **Development:**
    - Engineering (Paritosh + Azri)
    - Deployment (Paritosh + Azri)
  + **Testing (UAT):**
    - QA Non-Functional (Paritosh + Azri)
    - Performance Testing & Optimization (Chakrapani)
    - Functional / Market / User Testing with CIO contributors, HCL leaders (Paul, Gil, Apurva)
  + **Hosting:**
    - Server & Deployment (Paritosh + Azri)
    - 6 Months Server Support (Paritosh + Azri)
  + **Rollout:**
    - User Training (Paul, Gil)
  + **Content Foundation:**
    - Tag Management
    - RSS Feeds
    - SEO
    - Creative banners etc.
    - Social Media Integration
  + **Content Preparation:**
    - Finalize on editorial calendar / contract (Paul, Apurva, Gil)
    - Execution engine
  + **Analytics**
    - Subscription & Email Marketing (Digital)
    - Visit-to-Lead Tracking (Digital)
    - Click-tale / Google Analytics integration (Digital)
  + **Launch:**
    - Internal communication (Garima)
    - Social media (ST – Megha, FrogIdeas; HCLTECH – Vedant)
    - Google SEM (Akhil)
    - Campaign concept design (ITSA)
    - Google Display (Akhil, Maneesh)
    - LinkedIn (Sezel / replacement)
    - T360 (others)
  + **Enhancements & Platform Support:**