Development Timeline (detailed)

Week	As planned (10 week timeframe)	As delivered (15 week timeframe)
1	Concept phase: Identify all the features that Watts' shopping cart needs.	Client sent us product data for a small subset of the catalog (Excel spreadsheet)
2	Technical analysis phase. Identify the key features ASP, IIS	First database design
3	Specification 1: define database design	Defined goals of database design; established protocol for ODBC connections; got test graphics from client; research on what other golf sites do, functionality and looks
4		Finished database prototype, began ASP code to communicate with it; created stored procedures for database; delivered catalog entry tool (Access form) to client; client enters 41 products in database; initiated source code control (MS Source Safe)
5	Specification 2: design architecture and codeflow of site	Database design finalized; Programming to put catalog data in ASP active memory (keep tire-kickers from over-taxing database); implemented Admin page for Watts people to synchronize database and website.
6	Build phase 1: Breakdown of tasks assignments	Programming to handle shipping costs, started customer authentication and ordering
7		pre-public, test version of site goes up on internet host (DataReturn); began save par design
8	Build phase 2: integrate components, deliver beta of complete	
9		Client database product entry up to 202 products; implemented prioritized order of makes and categories
10	Integration: join back end (catalog/database) and 'front end' (creative/graphics); delivery	Client database product entry up to 242 products; implemented featured items
11		Client database product entry up to 282 products; programming to handle "other"
12		Set up secure server at host; Alternate image feature implemented
13		Client database product entry up to 360 products
14		Revamp of programming for checkout procedure; Added "prefer to use fax" button
15		Site goes live; DNS change from IP number to www.edwinwatts.com