**GROUP PROJECT CHECKLIST**

**Deliverable 1 – Web Planning**

1. Introduction of organization
2. Identify

* Audience
* Web purpose and objectives

1. Review the current web: Use E-Commerce Web RFP
2. Suggest changes in design and e-commerce features

**Deliverable 2 – Web Analysis**

1. Analyze customer and market trends
2. Analyze competitor
3. Information architecture and user flows
   1. Web structure
   2. Navigation flows
   3. Customer journey maps
4. Semantics check
5. Implementation Analysis
6. Audit current web performances

**Deliverable 3 – Web Design**

1. Review Web specifications
2. Design layouts and site infrastructure (wireframe, UI mockups design)
3. Prototype web design into selected platform (Odoo, Wordpress…)

**Deliverable 4 – Web features and Promotion**

1. Review and deploy e-commerce features
   1. Shopping cart
   2. Payments
   3. Events
   4. Forum
   5. Blogs
   6. Live Chat & Help desk
2. Promotion plan
   1. SEM plan
   2. Social media
   3. Email marketing plan
   4. 1 year event circle