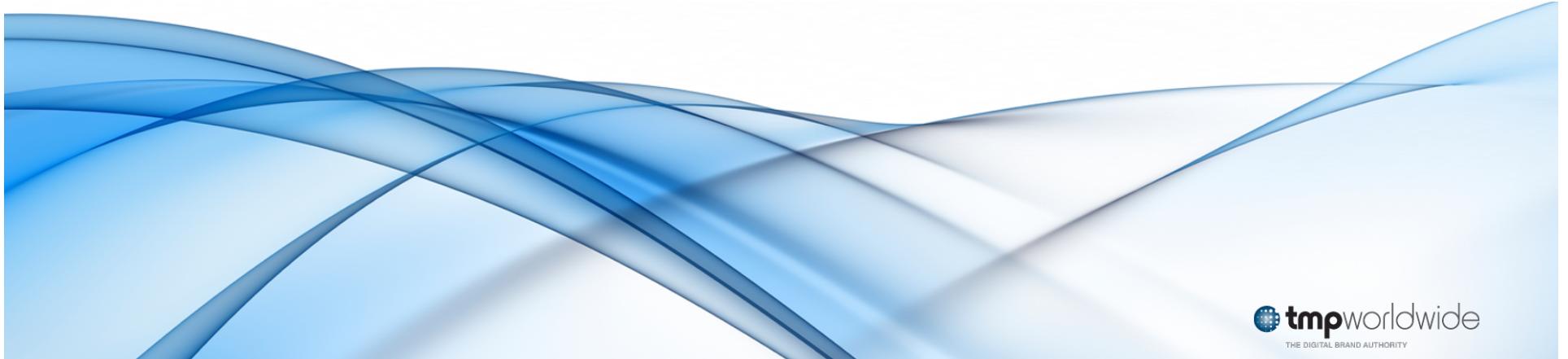


# RWD implementation

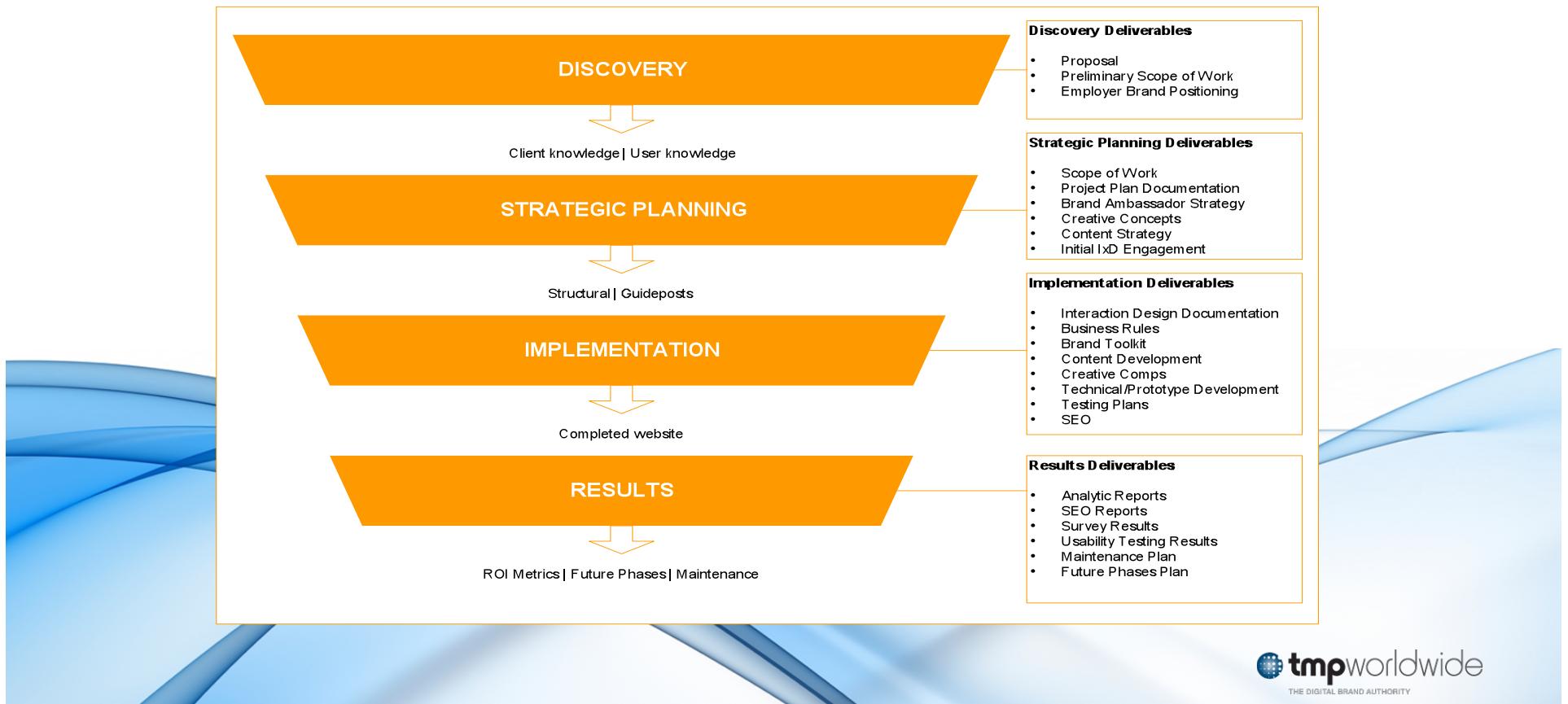
## Audience: Development Studio



## Prerequisites for this training:

- Fully versed in our existing development methodology
- Fully versed in the RWD introductory presentation
- Familiarity with these terms: Mobile First and Progressive Enhancement
- Reviewed both Content Strategy and Event Apart DigiKnow presentations
- Know your team members and the tasks they are responsible for
- Awareness of your part in the Planning and Executing phases
- Looking forward to collaborating even more with your key team members at the Planning and Executing phases

# TMP's Development Methodology

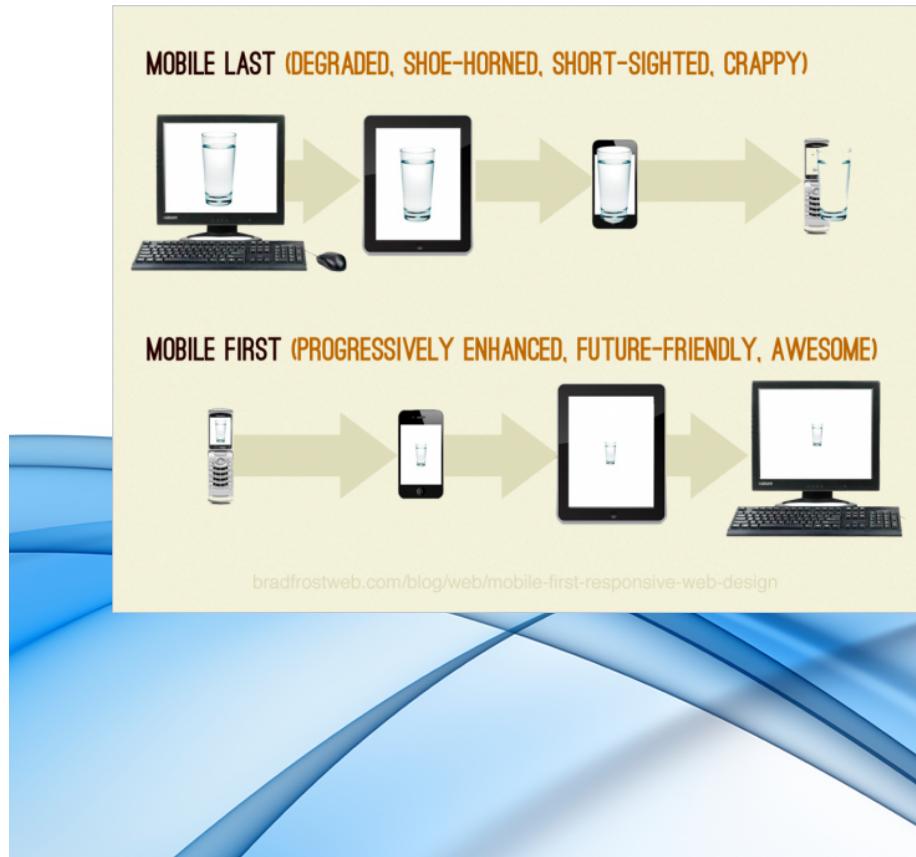


RWD Introductory Presentation by Spell and James



[bradfrostweb.com](http://bradfrostweb.com)

## Mobile First

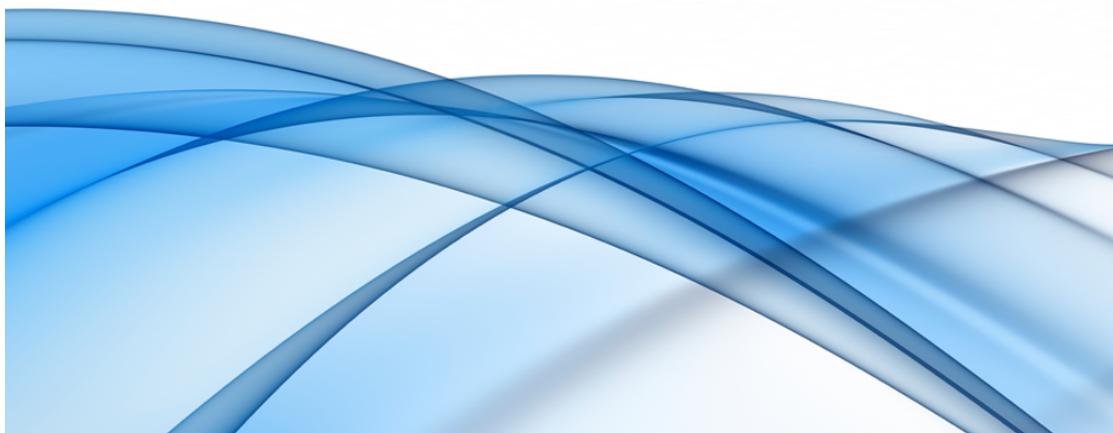
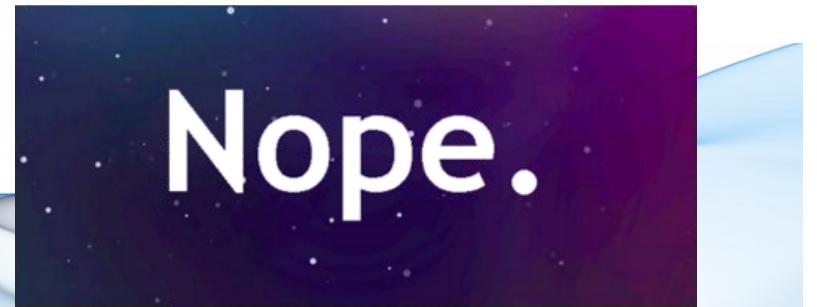
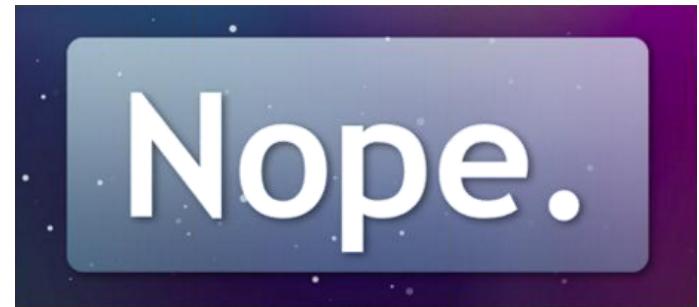


*“Rather than the traditional approach of starting with the ‘desktop version’ of a website and then simplifying it for mobile, begin by building sites that work well on small-screen, portable devices, then build up from there.”*

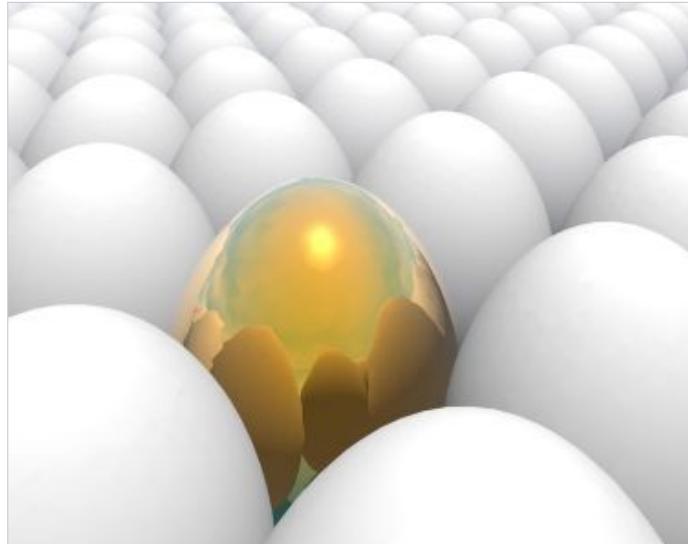
- Luke Wroblewski

## Progressive Enhancement

Progressive enhancement is a development strategy used to build sites with baseline devices in mind while layering in a richer experience for users with more modern browsers or devices.



## July DigiKnow's Content Strategy presentation by Yvette



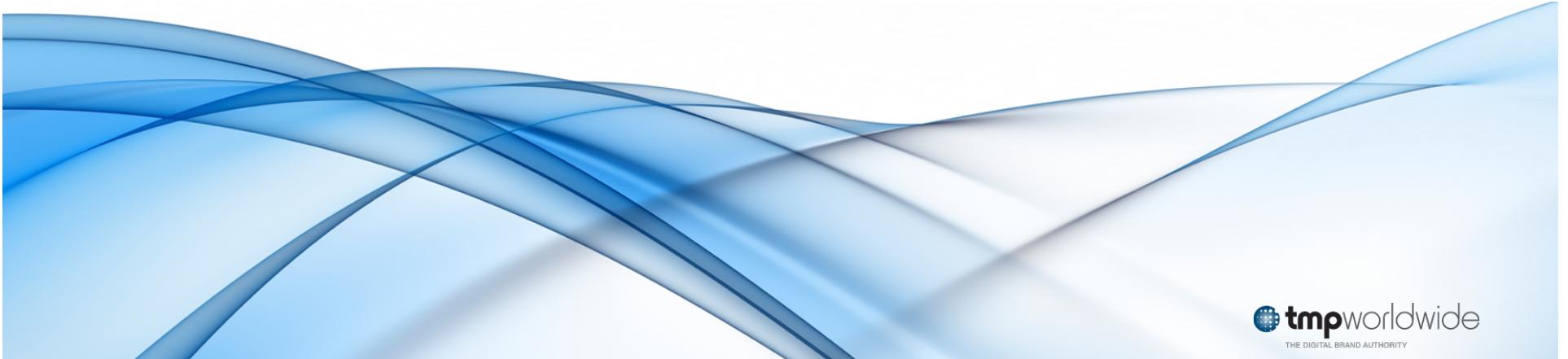
- Content is KING!
- Creating, offering, serving, and supporting interesting, actionable, sharable content is vital.
- Content is out there. It happens.
- We need to control it. And manage it.
- Not MORE.
- More MEANING.

## Sept DigiKnow's Event Apart presentation by Dan and Mark

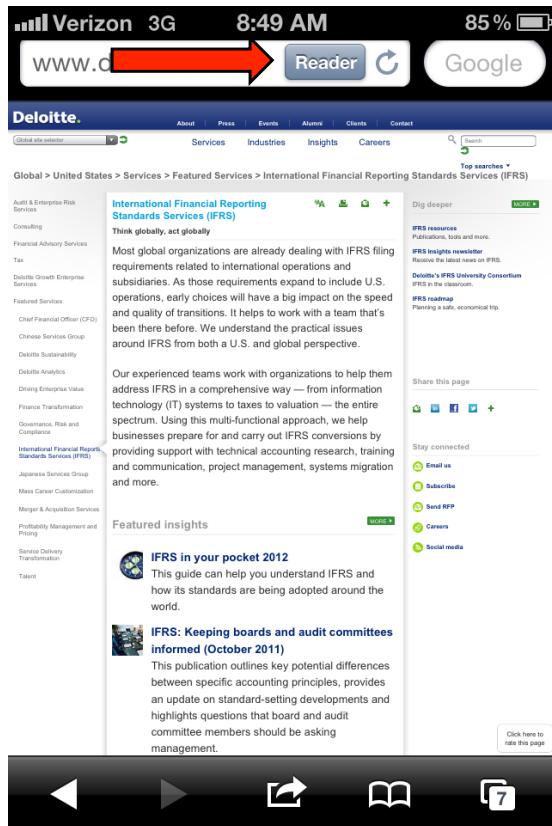
- You don't get to decide which device people use to access your content. They do.
- Disruptive technologies eventually get good or they redefine what good is.
- There are 50 million Americans who only use a mobile device. How are you serving them?



# Incorporating RWD into our world



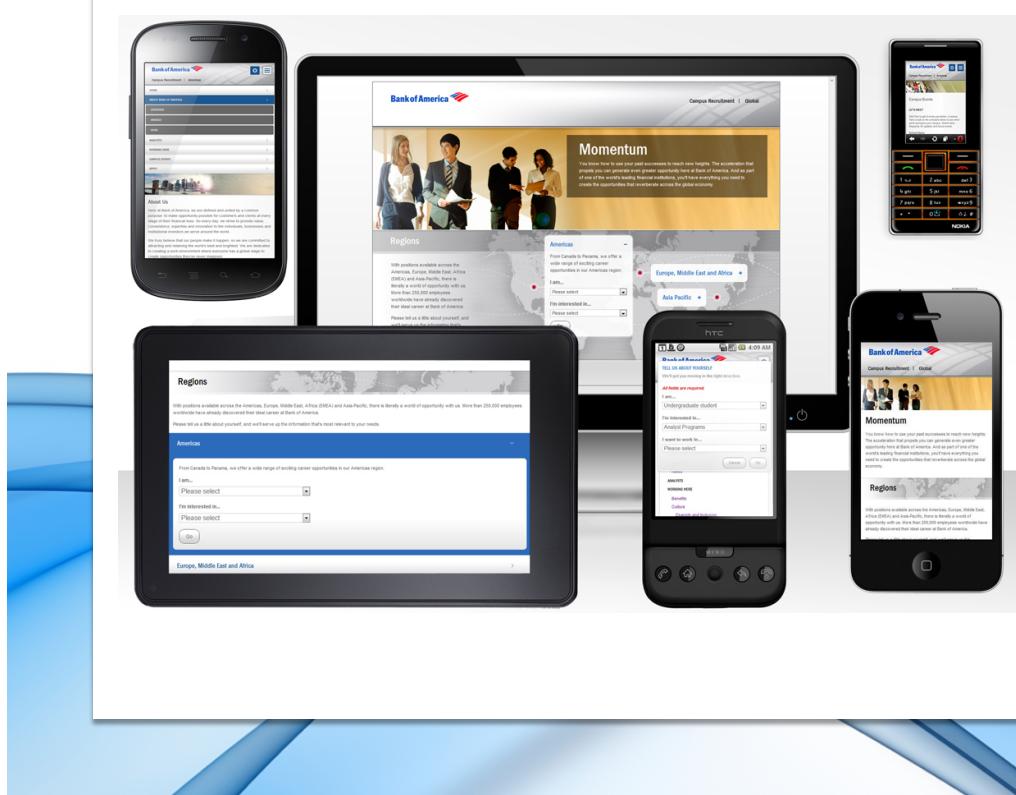
The way forward...



## International Financial Reporting Standards Services (IFRS)

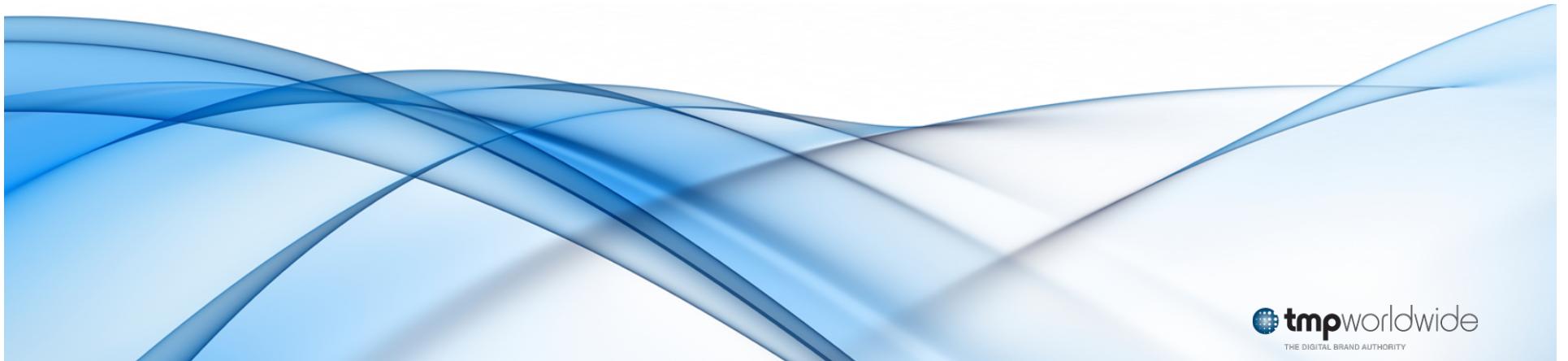
Most global organizations are already dealing with IFRS filing requirements related to international operations and subsidiaries. As those requirements expand to include U.S. operations, early choices will have a big impact on the speed and quality of transitions. It helps to work with a team that's been there before. We understand the

## The way forward...



- Understand user needs
- Plan your content strategy during the strategic planning phase
- Focus on the core message and progressively enhance that message
- Collaborate with your team during development

What's different and what's staying  
the same?



## What's staying the same

### We are still:

- Following the same development methodology
- Working with the same team members
- Providing deliverables **AND** rounds of review for each deliverable.
- We're still delivering a website experience!

# What's different

## So “what’s different”...

- More formal collaboration with internal team members – with heavy emphasis on strategic planning
- Scheduled “implementation meetings” and “internal team reviews”
- Prototype development
- Concurrent development throughout the implementation phase

## Are we “Agile” now?!?

**No.**

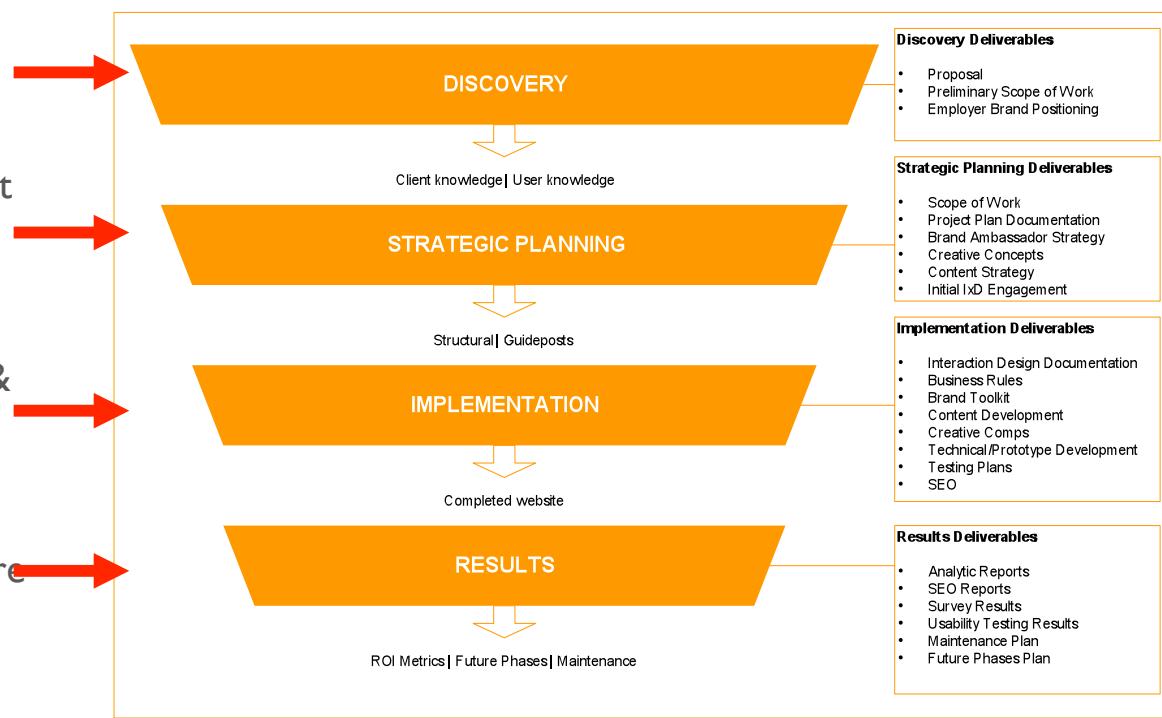
- We are not switching to an Agile Methodology, rather we are working in an agile nature to allow for the necessary collaboration in building an online destination that can be used on any device.
- We need to modify our workflow to support a responsive experience.

# **TMP's Development Methodology**

**Revisited**

# TMP's Development Methodology

- Determine user needs & business goals
- Solutions, planning, content strategy, scope/estimate/timeline
- **Implementation meetings & internal reviews on all deliverables, prototype**
- Review analytics, plan future phases & maintenance

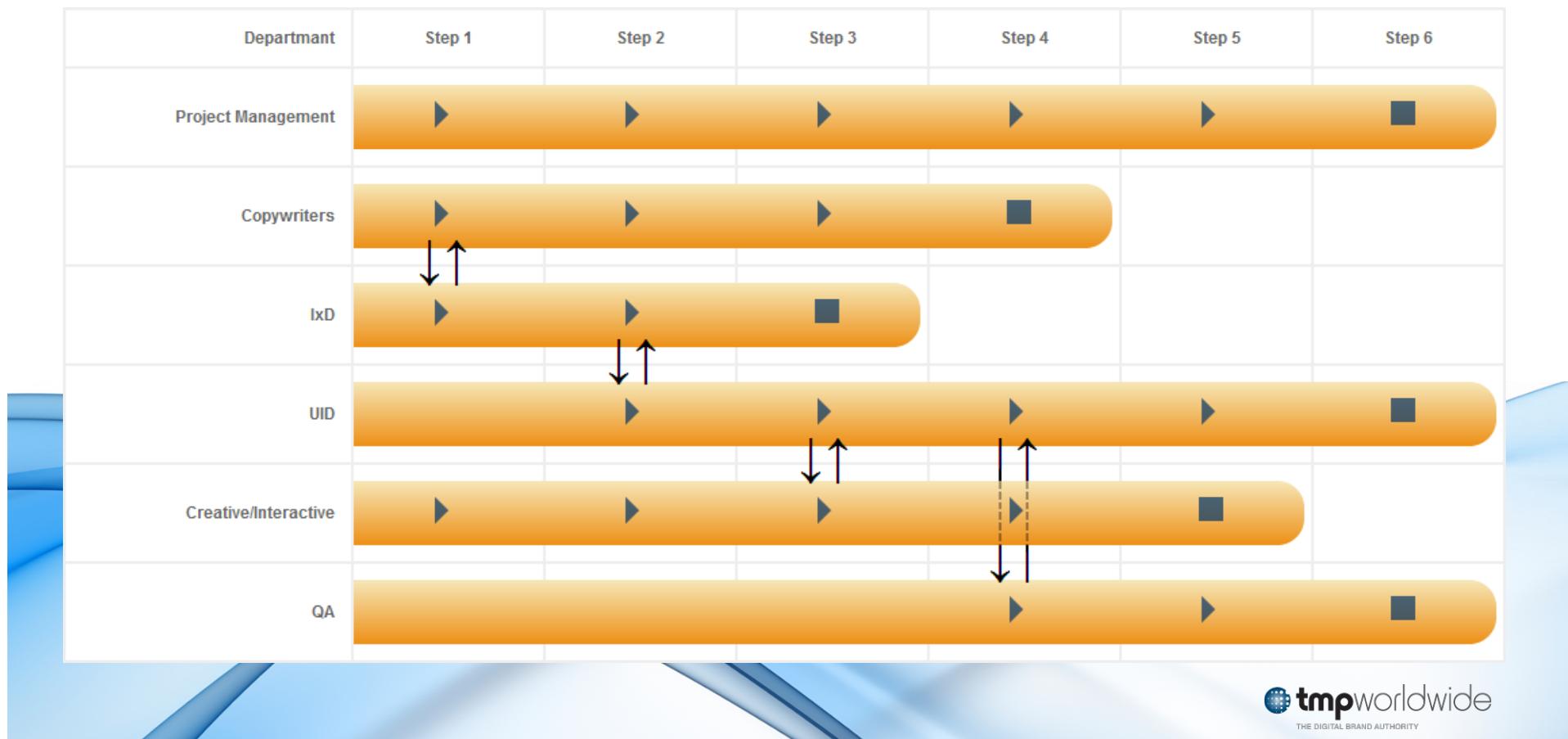


## Content is KING – especially with RWD

- Content drives design.
- Must be determined first, before development can begin.
- Most important content goes to base line experience first (mobile) and is built upon and enhanced with supplementary content as the device grows in size or is more capable.



# The Responsive Process



## Implementation Step I: Collaboration emphasis on IxD and Copywriter

- The copywriter and interaction designer collaborate on:
  - Wireframes
  - High level business rules
  - Content development
- The creative designer begins concept development.
  - Mood board comps

## Implementation Step 2: Collaboration emphasis on IxD and UID

- The interaction designer and user interface developer collaborate on:
  - Working prototype\*
  - Business rules
- The copywriter continues with copy development for the site.
- The creative designer continues with concept development.

## Implementation Step 3: Collaboration emphasis on Creative and UID

- The creative designer, user interface developer and interactive developer collaborate on:
  - **Fleshing out all page designs\***
  - Expanding on the prototype
  - Storyboards (needed between creative designer and interactive developer)
- The copywriter continues with copy development for the site.
- The interaction designer is brought in to collaborate on usability concerns where/if needed.

## Implementation Step 4: Collaboration emphasis on UID and QA

- The QA lead and user interface developer collaborate on development of appropriate test plans.
- The creative designer continues to supply any needed images/graphics/creative elements for the site.
- The copywriter supplies final copy for the site.
- The interaction designer is brought in to collaborate on usability concerns where/if needed.

## Implementation Steps 5/6: Collaboration emphasis on UID & needed teams

### During step five:

- The user interface developer finalizes all programming.
- The QA lead and user interface developer collaborate on identifying and resolving bugs/defects that are more functional in nature.
- The creative designer is brought in to supply any assets needed based on client/internal revisions and/or bugs found.
- The copywriter is brought in to supply any copy updates needed based on client/internal revisions and/or bugs found.

## Implementation Steps 5/6: Collaboration emphasis on UID & needed teams cont.

### During step six:

- The user interface developer confirms the site is ready for final testing.
- The QA lead performs all final testing (including testing of copy, images, assets, etc).
- Client signs off on UAT.

## Where is my Producer or DPM in all of this?

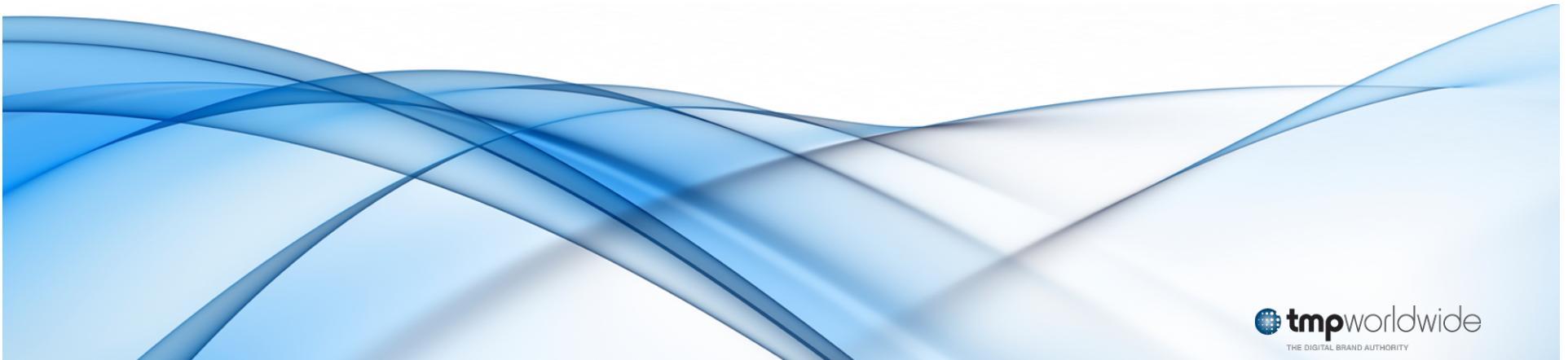
**Your Producer or Digital Project Manager is they are in every step of the implementation process and will continue to:**

- Lead project initiation (Discovery) and strategic planning
- Work with the team to develop the project plan and scope of work
- Monitor the triple constraint (scope, estimate, timeline)
- Provide weekly performance reports on the project
- Identify risks if there are variances in what was originally planned
- Coordinate and schedule implementation meetings and internal reviews
- Liaise with account services and client teams on all areas of the project

## In closing...

- Understand user needs
- Plan your content strategy during the strategic planning phase
- Focus on the core message and progressively enhance that message
- Collaborate with your team during development

# Questions?



# Thank you!

