INTEGRATION PROJECT

1. Before you begin a project, it is important to collect some essential information. For example, what are the client's expectations and goals? What project milestones and deliverables are they expecting? What does their ideal project timeline look like? Verify if what you think you know is true • Research the type of project • Research the sphere of activity and the market • Research about the users
2. Client's primary goals and objectives (inform, promote, sell, etc.?) • What need will the product fill? • What are the secondary goals and objectives (short, medium and long term) • What is the target segment(s)? • What about the market and environments? • What does the client wants done (web site, business card, etc. ?) • Does the client have an idea what he wants? • Does the client have examples of what he would like? • What is possible and impossible? (constraints) • What image does the client want to present (serious, funny, trustworthy, etc.?) • What is the actual image (according to the client) • What is the perceived image (according to the environments: competition, suppliers, etc.)? • Does the client have stationaries? • Does the client have existing promotional material? • Does the client have content material (text, images, video, etc.)? • What is the client's deadline? • What is the client's budget?
3. Explanation of the web site's project: • Main goals • Secondary goals • Target segment(s) • Look and design considerations • Contents and features • Requirements
4. Like a scenario: describe the content of each page • 3 columns: file name, text, image/multimedia/programming • Helps identifying the necessary content to produce/retrieve • Help coordinating the work when not working alone
5. Interface segmentation • Interface integration (desktop) • Interface in Client's primary goals and objectives (inform, promote, sell, etc.?) • What need will the product fill? • What are the secondary goals and objectives (short, medium and long term) • What is the target segment(s)? • What about the market and environments? • What does the client wants done (web site, business card, etc. ?) • Does the client have an idea what he wants? • Does the client have examples of what he would like? • What is possible and impossible? (constraints) • What image does the client want to present (serious, funny, trustworthy, etc.?) • What is the actual image (according to the client) • What is the perceived image (according to the environments: competition, suppliers, etc.)? • Does the client have stationaries? • Does the client have existing promotional material? • Does the client have content material (text, images, video, etc.)? • What is the client's deadline? • What is the client's budget?tegration (responsive: tablet / adaptive : mobile) • Navigation integration (responsive + adaptive) • Alpha pages production (responsive + adaptive) • Home page production (responsive + adaptive) • Testing and corrections
6. Image creation/formatting • Titles + headings integration • Texts and images integration • Programming: home page user local weather background selector • Programming: site search-engine • Programs integration • Testing and corrections