

BRANDing
BRAND.com

PROJECT KICK OFF



Branding Brand Deliverables

PHASE 1 Design & Scope

1. Assign account team
2. Create Scope doc
3. Create designs for top flows + sections
4. Send IT manual + other kick-off docs
5. Kick off meeting
6. Send launch timeline

PHASE 2 Development

- Develop mobile site
- Put Analytics tags in place

PHASE 3 QA

- QA top devices
- Fix bugs
- Put testing scripts in place
- Create “low revenue” analytics report

PHASE 4 UAT & Launch

- Fix additional bugs
- Push site live to production
- Post launch QA

PHASE 4 Optimization

- Assign Account Manager
- Share change order request form
- Monitor site performance
- Make suggestions for conversion optimization

Client Deliverables

- Grant access to desktop site analytics
- Provide list of stakeholders
- Send test ecomm info, e.g. credit cards, gift card/certificates, promo codes, account info with purchase history, backorder product examples, etc.
- Grant access to Staging
- Send schedule of upcoming site changes
- Send API docs
- Send mobile BRDs
- Approve designs + scope

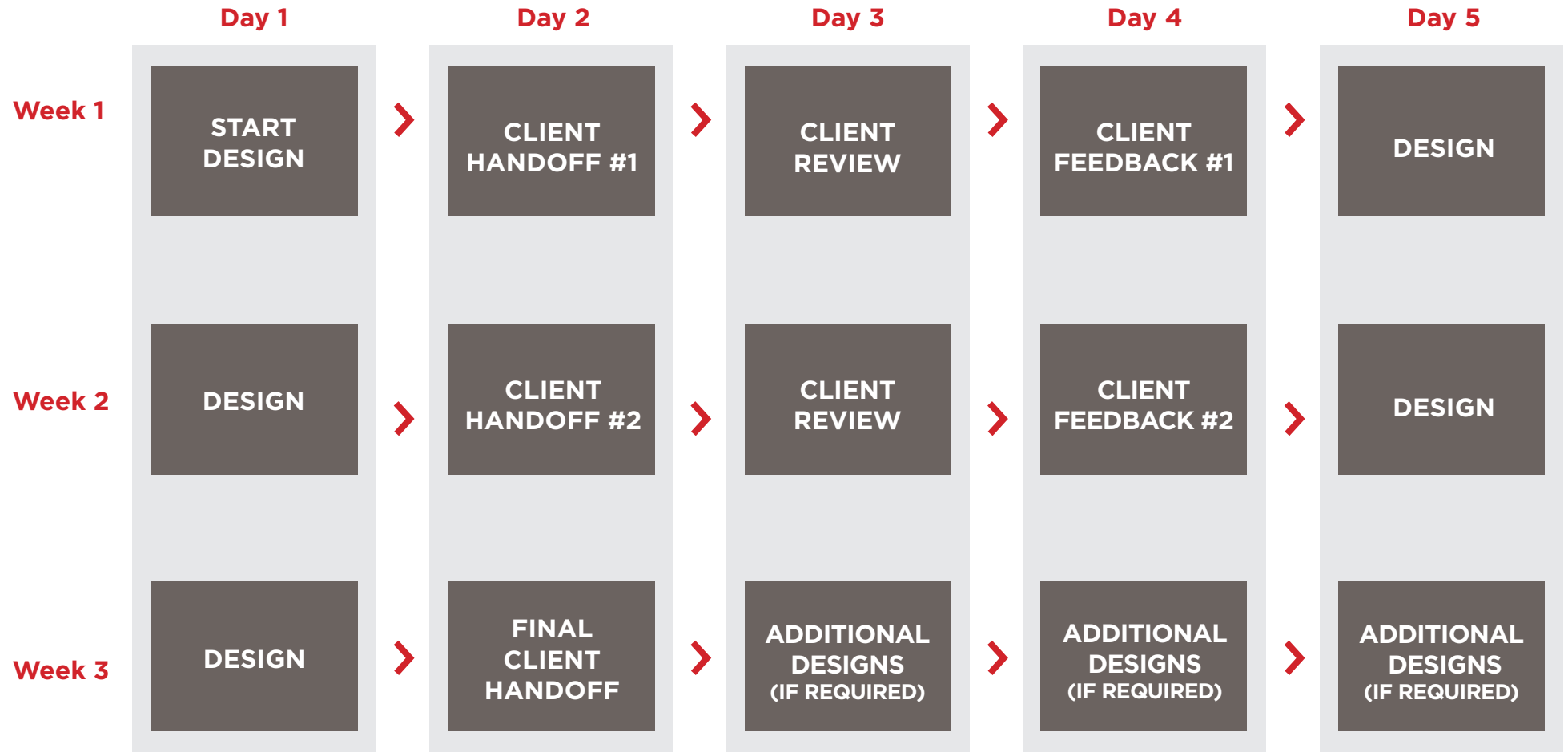
- Send use cases
- Provide Analytics and tracking pixel requirements
- Set up CNAME that points to domain that BB Provides
- Approve SSL Verification from Digicert & BB

- Perform internal UAT
- Test User Agent & Deep Redirect Scripts
- Turn on redirects

- Utilize change order request form for site enhancements and bugs
- Monitor site performance
- Make suggestions for conversion optimization

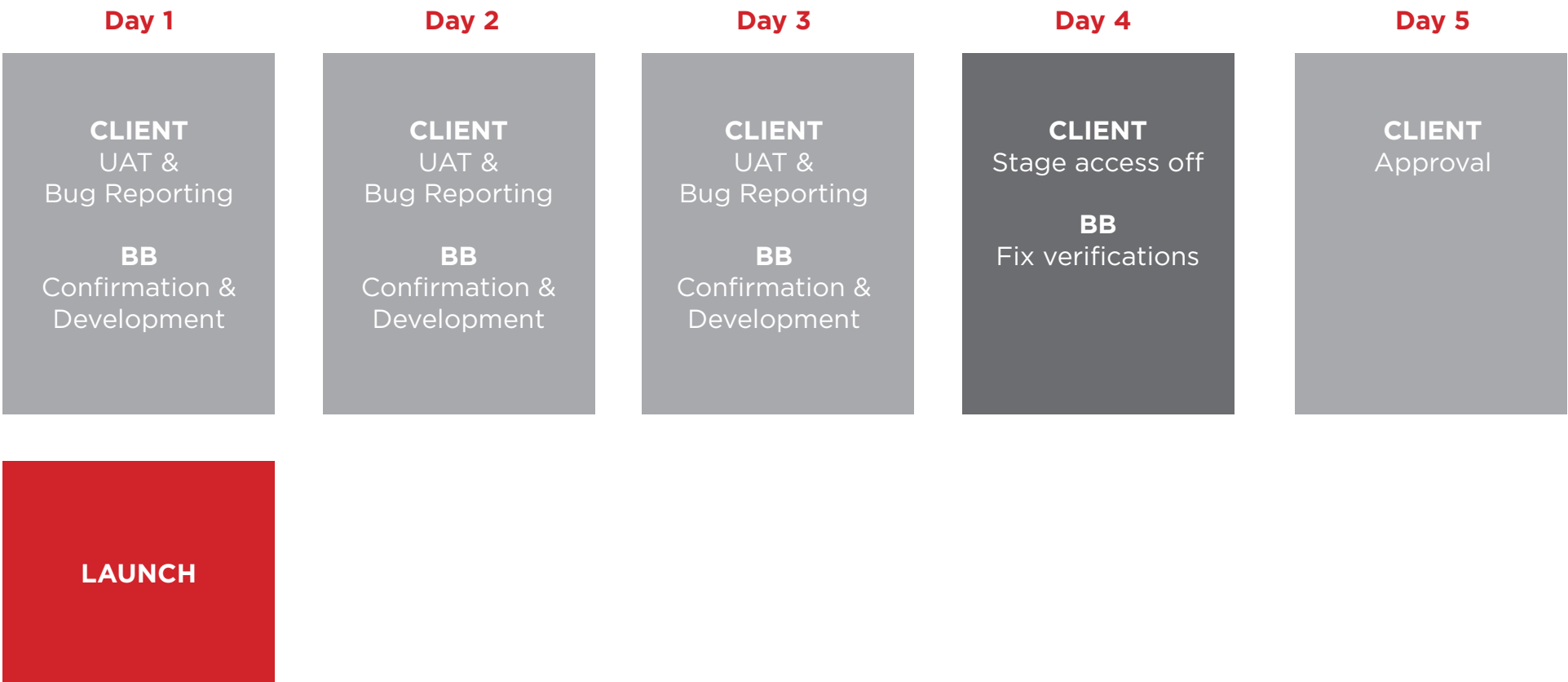
DESIGN PROCESS

4



Overview:

- if required, additional rounds of design reviews subject to professional services fees



CLIENT SITE REVIEW DISCUSSION

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1. Walk through desktop site
2. Discuss brand/design guidelines (look/feel, UI, etc)
3. Review initial designs and feedback

NEXT STEPS

Client Deliverables

1. Client setup sheet
2. Mobile site BRDs
3. Test credit card info
4. Access to staging site
5. Schedule of upcoming site changes