

Overview

Wednesday, April 30, 2025 11:20 AM

Step 1: Project Initiation & Discovery

- Define the purpose, goals, and target audience of the new website.
- Identify key stakeholders and gather their requirements.
- Establish the project scope, budget, and timeline.
- Choose the domain name and set up hosting requirements.
- Conduct a competitive analysis of similar websites.
- **Mobilization:** Research mobile usage trends in the target audience.
- **Accessibility:** Identify potential accessibility concerns from the start.

Step 2: Information Architecture & Content Strategy

- Define the website structure, including sitemap and navigation flow.
- Identify key content categories and required pages.
- Determine what content needs to be created, rewritten, or migrated.
- Establish a strategy for SEO and keyword optimization.
- Create a content plan (text, images, videos, downloadable files).
- **Mobilization:** Ensure content is mobile-friendly with shorter paragraphs and bullet points.
- **Accessibility:** Ensure proper heading structures and alt text for media.

Step 3: Wireframing & Prototyping

- Sketch low-fidelity wireframes for major pages.
- Create interactive prototypes with Axure for UX validation.
- Develop an Approval Page within the wireframe where stakeholders can sign off before moving forward.
- Demo the wireframe to the current supervisor or first-level leadership for initial approval.
- Once approved, demo the wireframe to stakeholders for final approval.
- Create a focus group to test the prototype for usability feedback.
- Gather stakeholder feedback and refine designs.
- Define branding elements (colors, typography, logos, imagery).
- **Mobilization:** Ensure wireframes include mobile-first designs.
- **Accessibility:** Use high-contrast colors and readable typography.

Step 4: Brand Standards Documentation

- Once stakeholders approve the prototype, create a Brand Standards Document (PDF) for consistency.
- The document should include:
 - Logos & Usage Guidelines (Primary, Secondary, Monochrome versions).
 - Typography & Font Pairings.
 - Color Palette (HEX, RGB, CMYK values).
 - Imagery Guidelines (Photo & Icon Style).
 - Button & UI Component Styles.
 - Tone & Voice for Content.
- Format as a PDF for easy sharing.
- Store in a central location (Confluence, Notion, etc.).

Step 5: Development Setup

- Set up a local WordPress development environment (Local WP, Docker, or WAMP).

- Install WordPress, Genesis Framework, and the child theme.
- Set up version control (Bitbucket).
- Define the database and hosting environment.
- **Mobilization:** Enable mobile testing tools (Chrome DevTools, BrowserStack).
- **Accessibility:** Set up accessibility testing tools (WAVE, Axe, Lighthouse).

Step 6: Visual Design & Theme Development

- Create a Genesis child theme or custom WordPress theme.
- Develop custom page templates as needed.
- Implement global styles (CSS/SASS).
- Configure header, footer, widgets, and navigation.
- Set up responsive design breakpoints.
- **Mobilization:** Use a mobile-first approach in CSS.
- **Accessibility:** Implement semantic HTML (landmarks, ARIA roles, keyboard navigation).

Step 7: Functionality & Customization

- Install and configure necessary plugins.
- Develop custom functionalities (custom post types, widgets, blocks).
- Set up forms, SEO, and performance optimization.
- Integrate analytics, CRM, and third-party tools.
- **Accessibility:** Ensure form elements have proper labels and error messages.

Step 8: Content Creation & Migration

- Audit and clean up existing content.
- Optimize images, metadata, and permalinks.
- Implement structured data for better SEO.
- Set up redirects for old URLs.
- **Accessibility:** Use alt text for all images and test screen reader compatibility.

Step 9: Testing & QA

- Test across different devices and browsers.
- Conduct accessibility testing.
- Check for broken links, slow-loading pages, and security vulnerabilities.
- **Accessibility:** Conduct WCAG compliance tests and keyboard navigation testing.
- Upload site to a staging environment for testing.

Step 10: Pre-Launch Checklist & Final Approval

- Review final changes with stakeholders and obtain sign-off.
- Conduct pre-launch checklist (DNS, SSL, backups, final QA).
- **Mobilization:** Verify mobile responsiveness after deployment.
- **Accessibility:** Confirm accessibility compliance post-launch.

Step 11: Deployment & Go-Live

- Deploy the site to the production server.
- Monitor performance and fix post-launch issues.
- Conduct a soft launch before full public rollout.

Step 12: Post-Launch & Maintenance

- Set up monitoring and reporting tools.
- Set up email notifications, Google Analytics, and error tracking.
- Conduct regular updates (themes, plugins, security).
- Gather user feedback and iterate.
- **Accessibility:** Regularly audit accessibility compliance and address new issues.

Step 13: Future Enhancements & Growth

- Monitor website analytics for user behavior trends.
- Develop new features and optimize performance over time.
- Plan for website scalability and future updates.

Step 14: Final Documentation & Knowledge Transfer

- Compile all project documentation, including design decisions, development notes, and configurations.
- Document standard operating procedures for website updates, security patches, and maintenance.
- Create an administrator guide covering content management, plugin updates, and troubleshooting.
- Develop a user guide for non-technical stakeholders to manage content and basic site functions.
- Store all documentation in a central location (Confluence, Notion, or shared drive).
- Conduct a knowledge transfer session with the internal team or client for future site management.
- **Accessibility:** Ensure documentation includes guidance on maintaining accessibility compliance.

Estimated Effort For Project Scope

	Steps	Days
1	Project Initiation & Discovery	19
2	Information Architecture & Content Strategy	20
3	Wireframing & Prototyping	27
4	Brand Standards Documentation	18
5	Development Setup	15
6	Visual Design & Theme Development	18
7	Functionality & Customization	15
8	Content Creation & Migration	14
9	Testing & QA	14
10	Pre-Launch Checklist & Final Approval	10
11	Deployment & Go-Live	8
12	Post-Launch & Maintenance Ongoing (Initial 10 - 15 days)	15
13	Future Enhancements & Growth Ongoing (Initial 5–10 days)	10
14	Final Documentation & Knowledge Transfer	17

15		
16	TOTAL	217