12 Step Web Recovery Program

1. **Project definition**  
   Identify the stakeholders (those who can pull the plug on the project). Meet with them to establish goals of the site, target audiences (prioritized), project resources.  
   *Deliverable: a memorandum of understanding*

2. **Research and analysis**  
   Determine the users’ needs and preferences by interviewing front line personnel and analyzing HelpDesk logs.  
   *Deliverable: analysis report*

3. **Concepting**  
   Brainstorm with development team to solve user needs.  
   *Deliverable: creative concept*

4. **Agreement**  
   Develop specifications, timelines, roles, budget.  
   *Deliverable: project scope and approach*

5. **Information design**  
   Card sorting exercise to create information architecture, determine major category headings.  
   *Deliverable: prototype of information design*

6. **Test prototype for usability (information flow and expert paths)**  
   Set up a low-tech paper version of site, or an ‘art-free’ electronic version, and test on a sample user population, to validate information structure and understandability. Use questions compiled from research in step 2.  
   *Deliverable: information architecture*

7. **Content development**  
   Develop or unearth textual and media content, set up server, transfer files.  
   *Deliverable: publishable content*

8. **Interaction design**  
   Determine interactive elements and need for scripting.  
   *Deliverable: templates for home, 2nd and 3rd levels*

9. **Visual design**  
   Includes branding elements, visual identity, as well as image processing to be used.  
   *Deliverable: electronic version of graphic design*

10. **Production**  
    Develop electronic version of the site, synthesizing code and scripting with content and graphical interface. Install in test environment.  
    *Deliverable: prototype in test environment*

11. **Test electronic version for usability**  
    Pilot testing with representative user sample to identify remaining problems.  
    *Deliverable: report of finding and recommendations for fine-tuning*

12. **Roll out**
Install final version into production environment, market the new site to users.

Deliverable: The New Site