

Tasks and deliverables in workflow sequence; more details and timeline will be added

	documentation >>	prototype >>	website - beta >>	live site	
	<p>1. Content briefing Input fr CU Dental College</p> <ul style="list-style-type: none"> comment on current site, usage, function... etc. <ul style="list-style-type: none"> audience profile marketing objectives 	<p>2. Info architecture UI, UX, usability site map/ flow chart</p>	<p>3. Design-development for WP platform</p> <ul style="list-style-type: none"> UI, UX, look-and-feel visual comps preparation page /post templates 	<p>4. Production</p> <ul style="list-style-type: none"> construct web elements based on steps 2&3 train content team of CMS populate pages/ posts with WordPress CMS <p>We estimate 50+% of this task--the routine basic content, will be performed by trained CU content team, under guidance and QC of designer. Unique content will be built by designer and web-IT.</p>	<p>5. Maintenance</p> <ul style="list-style-type: none"> CU team/staff will be trained to handle general update in CMS regular site backup, update of WP core, theme, plugin... etc (can be trained too) <p>Special note: 3rd party managed WP hosting has great advantage for long term site stability.</p> <ul style="list-style-type: none"> add/ modify site structure or functions will be handled by GRIDNYC team
CU content dev. team writer-editor, photo editor, video content recom'd, web update (will train).	X	X			
CU web update staff lighter duty than content dev. team, if different.			X	X	
CU marketing dir. marketing overview, branding requirements	X		X		
CU host master host IT			X		
GRIDNYC team web-development, design, IT, programming, proj manage, production	X	X	X	X	
3rd party IT (in case)			X		

CU content dev. team will interact with GRIDNYC team to ensure clear understanding of subject matters. GRIDNYC will also provide web content preparation and SEO know-how / guidelines.