

PHASE ONE- DISCOVER

Initial Research	Responsibility
Kickoff meeting	CLIENT/BRING
Asset & design files	Provided by CLIENT
Website admin & login Info	Provided by CLIENT
Brand/Web Audit	Responsibility
Conduct web audit	BRING
Review client wish list	BRING
Review creative brief w/client	CLIENT/BRING
Information Architecture	Responsibility
Present initial sitemap	CLIENT/BRING
Present revised/final sitemap	CLIENT/BRING
Approve sitemap	CLIENT
Present wireframe for page outlines	BRING

PHASE TWO-DESIGN & DEVELOP

Design & Content Meeting	Responsibility
Present initial copy/content	CLIENT/BRING
Present home page design	BRING
Present internal page design	BRING
Design approval	CLIENT
Begin Development	Responsibility
Create production site installation	BRING
Begin programming	BRING
Create style sheets	BRING
Develop home page, navigation, and page templates for all main pages & pos types	BRING
Submit Privacy Policy and Terms of Use documents	CLIENT
Present test link for progress	BRING
Development	Responsibility
Complete pages & special features	BRING
Present site link	BRING
Review design/functionality	CLIENT/BRING



HOFFMAN DELIVERABLES

PHASE THREE-DEPLOY

Review & Proof	Responsibility
Re-brand social media themes	BRING
Check design/functionality	BRING
Check missing content	BRING
Proof final site	BRING
Review site and provide feedback	CLIENT
Launch Site	Responsibility
Proof launched site	BRING
Begin maintenance	BRING