



## Discovery // Insights

**High Level Description**  
A written statement that serves as the creative teams guide for writing and producing an ad. It describes the most important issues that should be considered in the development of the ad (the who, why, what, where, and when), including a definition and description of the target audience; the rational and emotional appeals to be used; the product features that will satisfy the customers needs; the style, approach, or tone that will be used in the copy; and, generally, what the copy will say.

- Key Steps**
- 1. Analytics Report**  
We learn by wallowing in interaction, search, and navigation data. And, we teach by uncovering and charting the most pivotal landmarks, portals, paths, and patterns.
  - 2. Surveys**  
Prior to visiting campus a series of questionnaires are sent to various groups to collect initial data.
  - 3. Campus Visit**  
Meet with key stakeholders, administrators and user groups.
  - 4. Technology Audit**  
An IT audit is the process of collecting and evaluating evidence of an organization's information systems, practices, and operations. The evaluation of obtained evidence determines if the information systems are safeguarding assets, maintaining data integrity, and operating effectively to achieve the organization's goals or objectives.

## Planning

**High Level Description**  
At this phase the Stamats' team is collaborating to define the client's current state, based on the discovery/insights phase. High Level requirements and general direction for the future state are developed. At this phase work moves from defining the what and the why into how. One of the key outputs of this phase are the "briefs" that will guide the creative and production components of the project

- Key Deliverables**
- 1. Creative Brief**  
A written statement that serves as the creative teams guide for writing and producing an ad. It describes the most important issues that should be considered in the development of the ad (the who, why, what, where, and when), including a definition and description of the target audience; the rational and emotional appeals to be used; the product features that will satisfy the customers needs; the style, approach, or tone that will be used in the copy; and, generally, what the copy will say.
  - 2. Strategic Brief**  
A strategic planning process delivers a set of defined initiatives (projects) that achieve a desired set of business goals. The planning process involves a definition of these business goals, an assessment of the resources available for meeting these goals, and the definition of specific plans (initiatives) that are designed to achieve the goals. The process usually incorporates a ranking exercise that identifies the highest priority initiatives.
  - 3. Experience Brief**  
The Experience Brief is designed to help focus on the experiences that have the greatest impact on those that matter most to you. It begins with an inventory of the major interactions with whomever you consider to be your most important audiences.  
**Personas:** Portraits and profiles of user types (and their goals and behaviors) remind us all that "you are not the user" and serve as an invaluable compass for design and development.  
**Scenarios/Tasks:** Positioning personas in natural contexts gets us thinking about how a system fits the lives of real people.

## Ideation

**High Level Description**  
High-level concept and/or brand that helps frame the experience and messaging of the institution based on their goals and needs. Beginning of the proposed solution. Should include rationale for potential approaches – including preliminary pros & cons so that Stamats may be "consultative" with our clients.

- Key Deliverables**
- 1. Mood Boards**  
A visual illustration tool used either to represent the atmosphere or feel of an intended advertisement, or to research a consumer's experience of a brand or product.
  - 2. Wireframes**  
Sketches of pages and screens can focus us on structure, organization, navigation, and interaction before investing time and attention in color, typography, and image.
  - 3. Information Architecture**  
Information architecture describes the structure and methodology by which information (such as website content), is organized.
  - 4. Content Inventory**  
Reviewing and describing documents and objects is a prerequisite to effective structure and organization. The artifact (often a spreadsheet) is a sign of due diligence.
  - 5. Specifications**  
An explicit set of requirements describing the behavior or function of a system is often a necessary element in the transition from design to development.

## Design // Execution

**High Level Description**  
The creation of the look and feel of a site and all its visual elements including page layout, background and spot imagery, color scheme, typography and navigational buttons based on user interface needs and wants.

- Key Deliverables**
- 1. User Interface**  
Visual part of computer application or operating system through which a user interacts with a computer or a software. It determines how commands are given to the computer or the program and how information is displayed on the screen. Three main types of user interfaces are (1) Command language: the user must know the machine and program-specific instructions or codes. (2) Menus: user chooses the commands from lists displayed on the screen. (3) Graphical user interface (GUI): user gives commands by selecting and clicking on icons displayed on the screen. See also interface.
  - 2. Flash Animations (optional)**  
A project require animations for rich feature areas of a home page or main content pages.
  - 3. Supporting Graphics**  
PSD files
  - 4. Sample Content Pages**  
Main marketing pages. Top level and home page descriptors

## Proof of Concept

**High Level Description**  
A proof of concept or a proof of principle is realization of a certain method or idea(s) to demonstrate its feasibility, or a demonstration in principle, whose purpose is to verify that some concept or theory is probably capable of being useful. A proof-of-concept may or may not be complete, and is usually small and incomplete. The proof of concept of an idea is usually considered a milestone on the way to a fully functioning prototype.

- Key Deliverables**
- 1. Internal Review**  
Prior to prototype build-out.
  - 2. Rapid Prototype**  
Detail, scale and depth of the prototype to be determined by timing and budget
  - 3. Client Review**  
Post usability testing

## Development

**High Level Description**  
The development phase is the process of designing and creating applications for enhanced functionality within websites. It enables customization for specific components for specialist needs.

- Key Deliverables**
- 1. HTML Templates**
  - 2. Technical Guide**
  - 3. Style Guide**