Define Phase

1. Needs Analysis

“And that’s all I need too. I don’t need one other thing, not one. I need this. The paddle game, and the chair, and the remote control, and the matches, for sure. And this. And that’s all I need. The ashtray, the remote control, the paddle game, this magazine and the chair. [walking outside] And I don’t need one other thing, except my dog. [dog barks] I don’t need my dog.”

Navin R. Johnson

What is the need the site will fill?
Define Phase

2. Problem statement

“That’s another fine mess you’ve gotten me into.”
Oliver Hardy

“What is the problem the site will solve?”

“Houston, we have a problem!”
Tom Hanks, Apollo 13
Define Phase

3. Determine the audience

“Know thyself” is a good saying, but not in all situations. In many it is better to say, “Know others.”

Menander

LOST cast - “the others”

“W e don’t live in a world of reality, we live in a world of perceptions.”

Gerald J. Simmons

The Illusionist

Who will visit the site?
Define Phase

4. Define tasks

“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.”
Mark Twain

“There is only one way... to get anybody to do anything... And that is by making the other person want to do it.”
Dale Carnegie

What needs to be done to build the site?
Define Phase

5. Define responsibilities

“Don’t torture yourself Gomez that’s my job!”

Morticia Addams,
The Addams Family

“We don’t need no stinkin’ badges!!”

Blazing Saddles

Identify who will do each task.
Define Phase

6. Plot timelines

“I’ve been on a calendar, but I’ve never been on time.”

Marilyn Monroe

“You may delay, but time will not, and lost time is never found again.”

Benjamin Franklin

A calendar of some sort to identify due dates.
Design Phase

1. Identify objectives

“The objectives and targets always came from us.”

Pamela Landy, The Bourne Supremacy

The Bourne Supremacy

“What do you want to achieve or avoid? The answers to this question are objectives. How will you go about achieving your desired results? The answer to this you can call strategy.”

William E. Rothschild

What does the site need to accomplish?
Design Phase

2. Outline content

**INGREDIENTS**
- 6 Granny Smith apples
- 6 wooden sticks
- 1 (14 ounce) package individually wrapped caramels, unwrapped
- 2 tablespoons water
- 1/2 teaspoon vanilla extract
- 3 cups trail mix
- 1 cup semisweet chocolate chips

The objectives determine the content in the site.
Design Phase

3. Flowchart the navigation

“Just follow the yellow brick road.”

The Wizard of Oz

“If I have even just a little sense, I will walk on the main road and my only fear will be of straying from it. Keeping to the main road is easy, but people love to be sidetracked.”

Lao Tzu

Map out how the visitor will navigate the site.
Develop Phase

1. Produce and gather all elements

“Whatever you can do or dream you can, begin it.
Boldness has genius, power and magic in it!”

Goethe
Develop Phase

2. Lay out the site

“

There is no reason to repeat bad history.”

Eleanor Holmes Norton

Follow the thumbnails!
Evaluate Phase

1. Test Plan

“All you need is the plan, the road map, and the courage to press on to your destination”
Earl Nightingale