Fact Sheet
Managing Your Online Project

By understanding your needs, ARES has a commitment to ensuring we provide the maximum benefit in any online project we undertake. With large variances in the make-up, timing and inclusions of any project, you should be confident in your choice of ARES to manage your project successfully. It is important that each client strives to understand each of the project stages below so that we can more effectively manage the project and leverage your industry experience and knowledge into our online technical expertise.

ARES Approach

At ARES we strive to empower you to make informed decisions to better oversee and control your online project. The provision of Fact Sheets such as this are indicative of our commitment to ensuring you can establish objectives, a budget and time-frame with the confidence that the project will exceed your expectations.

At the start of any project ARES will give you an indicative timing for each major project phase. Thereafter you will receive weekly Project Updates outlining the current status and future requirements.

Just as your industry knowledge and expertise is crucial to a project's success, its also important for you to assess and sign-off on key project milestones as they occur as outlined in this Fact Sheet.

With an unwavering commitment to secure long term partnerships with our clients, ARES is determined to turn your business challenges into online solutions. This commitment does not rest on promises, but the planning, experience and expertise required to manage your needs.

ARES Project Stages

1. **Client Liaison**
   The first step involves the meeting between ARES and you to gather functional and business requirements. This stage helps in the scoping of the project and aids in developing a clear estimation of time and costing for your project.

2. **Business Specification Brief**
   A specification document will be drafted based on the scope of the project and could include User Interface, Business Requirements, as well as a Functional and Technical specification.

3. **Design (Optional)**
   The personal look and feel of a website can be created using existing branding or created in house by ARES. Creative briefs are developed for each site that is designed which utilise your organisations brand, parameters and audience needs to create the perfect online visual experience and presence for your site. Upon request ARES can also develop a prototype to best demonstrate your sites 'look'.

4. **Application Development**
   Based on both the Specification and Creative Briefs, ARES developers create the desired web application. This stage usually constitutes more than half the project lifecycle.

5. **Quality Assurance**
   Internal and external testing are undertaken by ARES and you to ensure your project meets the requirements as laid out in the specification documentation. A thorough QA system, including a bug tracking mechanism helps minimise the errors in your application.

6. **Deployment and Project Conclusion**
   ARES will deploy the fully functional website to our hosting server or to a nominated provider. Before this is done, a sign-off agreement must be completed to ensure that both parties are happy with the evolution of the project and its outcome.
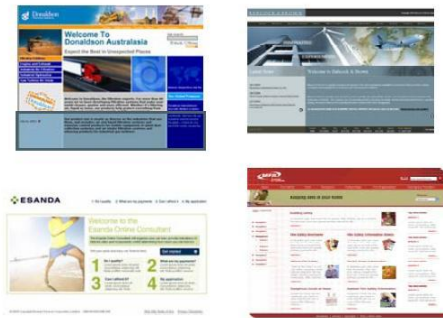
Project Stage Deliverables

Client Liaison
1. Project Liaison
2. Consultation and Stakeholder Meetings
3. Requirement Gathering and Workshops
4. Benchmarking and Competitor Research (optional)
5. Sign-On Agreement and Initial Deposit

Business Specification and Planning
6. Business Requirements Document
7. Specification Document
8. User Interface Specification
9. Technical Specification

Design and User Interface (Optional)
10. Develop Creative Briefs
11. Present UI Layout & Style
12. Finalise UI Layout & Style
13. Creation of Prototypes (additional)

Application Development
14. Integration of UI Styles as Themes and Templates
15. Development of Custom Modules
16. Customisation of Chosen CMS/E-Commerce Platform

Quality Assurance
17. Quality Tests
18. Functional Testing
19. User Acceptance Testing
20. Bug Tracking

Deployment and Project Conclusion
21. Online Project Content Population
22. Final Testing and Sign-Off Agreement
23. Final Payment
24. Project 'Go Live' procedures

For further information on ARES services or to arrange a meeting to discuss your online needs, call ARES on 1300 762 912 or visit us at www.ares.com.au

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