



It is important that you strive to understand each of the project stages below so that you can more effectively manage the project and also leverage your experience, knowledge, requirements and energy into the project. ARES' expertise is not industry or customer specific, whereby we need you to play an active part in the success of your project from the outset. The inclusion, make-up and timing of any online project will vary from one project to the next, however a synergistic partnership will always get results.

ARES Approach

ARES is committed to a long term partnership founded on working collaboratively, to generate value by leveraging the experience and capabilities of both organisations into the project. Our commitment is to exceed your expectations!

Major Project Stages

A familiarity with the following major stages will aid you in preparing and managing your project:

- **Business Requirements & Scoping**
This stage is designed to confirm strategic, project and competitive requirements. This largely non technical stage aims to identify the short, medium and long term project deliverables (qualitative & quantitative) and project functional scope (will have – may have – won't have). Project sponsors and stakeholders should be in agreement on the project's business objectives, budget and priorities.
- **User Experience** (In parallel with below stage)
To truly 'touch' your users you need to shape the experience of visitors and administrators to maximise the number of visitors, length of visit, value of the visit and incentive to return. The creative output of this stage will be shaped by the scope, but will ultimately be inspired by the vision.
- **System Specification** (In parallel with above stage)
This stage attempts to define the technical parameters of the project which will bind and define each subsequent iterative stage. The context and framework of the project's immediate and future technical requirements must be defined.
- **Iterative Development**
The project will be broken down into a series of discreet technology and functional deliverables. Prioritised according to commercial opportunity and total project technical dependencies, each project deliverable will generally have a 2-4 week time-frame.
- **Population, Deployment & Review**
Your project can be released in whole or part - depending upon specific circumstances - for user acceptance testing, content population and search engine optimisation (if optional and nominated).

Project Methodology

- **Business Requirements & Scoping**
 1. Identify Project Stakeholder(s) & Sponsor(s)
 2. Confirm Information Gathering Process
 3. Brief Principle Team & Internal Sub Teams
 4. Strategy Assessment & Information Gathering (Bus Strategy, KPI, Quantitative & Qualitative Deliverables)
 5. Benchmarking (Usability, Aesthetics, Functionality)
 6. Preliminary Integration Assessment
 7. Formalise Project Requirements & Scope
- **User Experience** (or UI)
 8. Develop Creative Brief
 9. Present UI Layout & Style
 10. Finalise UI Layout
 11. Progressive CMS Template Design
- **System Specification**
 12. 3rd Party Integration Review
 13. System Migration Review (if relevant)
 14. Systems Architecture & Design
 15. Modularisation & Iteration Planning (Dependencies, Priorities)
 16. Project Planning & Budgeting (Gant Chart, Resource Forecasting & Allocation)
- **Iterative Development** (2-4 week cycles)
 17. System Specification Review (Architecture, Systems, Integration, Standards)
 18. Iteration Technical Specification
 19. Presentation Layer
 20. Development
 21. Internal Testing
 22. User Acceptance Testing
 23. Iteration Sign-off
- **Population, Deployment & Review**
 24. Online Project Content Population
 25. Search Engine Content Optimisation (Optional)
 26. Project Go Live (Can occur after nominal iterative cycle.)

For further information on managing your online project or to arrange a meeting to discuss your online needs, call ARES on 1300 762 912 today.

