

PROPOSED EXTENDED FOLDER STRUCTURE

Numbered items indicate Folders, **Bullets** indicate assets/documents

Note: Numbering folders allows for organizing folders in line w/ the development lifecycle

1. Planning

- Contact Sheet
- Project Scope Questionnaire (Optional)
- Creative Brief (Executive summary - project outline)
- Project Plan (Content Brief)
- Proposal
- Preliminary Estimate
- Development Schedules (both Traffic timeline & development Gantt chart)
- Requirements Specification (tech spec – “What” we’re gonna build)
- Design Specification (“How” we’re gonna build it)

1.1. Conference Reports (& meeting agendas)

1.2. Document Examples

2. Information Architecture & Design

2.1. Creative Design

2.1.1. Style Guide (document numbered for organization)

2.1.2. Design Comps

2.1.3. Storyboards

2.2. Information Architecture (should this go under Project Management?)

- Site Map
- Process Flow Charts
- Wireframes
- Data Type Definition (database definition)
- Entity Relationship Diagram (ERD - database schema)

2.3. Assets

2.3.1. Copy

- Copy (docs)
- Images
- Video
- Flash

3. Code

3.1. Code Review (Peer review)

3.2. Unit Test

4. Quality Assurance

- QA Methodology
- QA Checklist
- System Test
- User Acceptance Test
- Open Issues Report (Bug tracking)

5. Launch

- Baseline Code (should this be moved to an Archive?)
- Release Notes/Instructions
- Release Installation Procedure

6. Conference Reports & Change Orders

- Agenda
- Conference Reports
- Change Orders

7. Metrics & Analytics

- Maintenance Services Agreement
- Metric Reporting