

# Project plan

Team name: \_\_\_\_\_ Date: \_\_\_\_\_

Client name (if applicable): \_\_\_\_\_

Think through the phases of your project and identify the estimated time and the date when each task will be finished. Identify an owner for each task who will make sure the task is completed.

## Define

Tasks	Estimated hours	Date due	Owner
Compile client interview questions <i>(if applicable)</i>			
Determine product or service			
Determine benefits of product or service			
Determine goals and target audience			
Define assets to be re-purposed and determine assets to be created			
Determine content and style information			
Research product or service competitors			
Determine delivery method and requirements			

## Structure

Tasks	Estimated hours	Date due	Owner
Information architecture			
Design documents			

## Worksheet

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Tasks	Estimated hours	Date due	Owner
Flowcharts			
Wireframes			

## Design

Tasks	Estimated hours	Date due	Owner
Sketch layouts			
Design comps			
Add watermark to images and/or design comps			
Present design comps to team or clients for feedback			
Review and redesign			
Production storyboard <i>(if applicable)</i>			
Production prototype			

## Build

Tasks	Estimated hours	Date due	Owner
Produce graphics			
Write copy			
Design layout			
Incorporate copy and design into layout			

Tasks	Estimated hours	Date due	Owner
Prepare focus group presentation <i>(if applicable)</i>			
Technical test and bug list			
Usability test			
Revision			
Do final revision			
Final presentation <i>(if applicable)</i>			

## Delivery

### Print Delivery *(if applicable)*

Tasks	Estimated hours	Date due	Owner
Preview documents on printer before sending to print vendor			
Review paper, color, and print choices with print vendor			
Package for printing			
Generate file formats required for print vendor			
Review proofs			

### Web delivery *(if applicable)*

Tasks	Estimated hours	Date due	Owner
Prepare files for web delivery			
Generate HTML and graphics files			

## Worksheet

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Tasks	Estimated hours	Date due	Owner
Promote website and Search Engine Optimization			

### Video delivery (*applicable*)

Tasks	Estimated hours	Date due	Owner
Package for video			
Generate image stills for video			

<b>Total time:</b>			<b>= Final deadline</b>
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