

Deeson's project process

Our project process is defined by the specific needs of each client and each project, however, with the help of the agile business consortium we have adapted the DSDM framework to help us to keep consistency across projects.

Our projects consist of a number of key phases:

Pre-Project

This is everything we do before any contracts are signed. Here we are developing an understanding of who the client is, how they operate, and what their challenges may be.

Outcome: Rapport and relationships are built with prospective clients.

Feasibility

This phase provides the opportunity to explore project risk and test the assumptions we made when responding to the proposal. It consists of a meeting with the most senior person we can get access to, so we can start to understand their project goals and how this fits in with the organisation's strategy.

Every project starts with a pre-project initiation meeting with the Head of Delivery, Tech Director and Head of Delivery this is where we check the feasibility of the project from a budget, technical, team agility and design perspective. If we have any concerns about any of the responses to these questions we will pause the project or adjust the scope of the requirements until we're happy to move into the next phase.

Outcome: Overview of key themes and stakeholders, project goals & team and SoW.

Foundations

This phase includes a variety of research and exploration tasks to ensure we build the right thing and move fast when we start development. It is run by your User Experience Lead but the entire project team is involved. It is by design the most undefined part of the process, we have an ever-evolving list of activities we use during Foundations and we choose them as we go based upon what we have learned to date. Typical activities we run are user interviews, prototype creation and testing, analytics configuration and analysis, user goal gathering and needs analysis, technical audits, brand analysis and content governance workshops.

The activities are flexible but the outcomes are fixed. We have a checklist of must-have deliverables which are assigned to specific roles within our project teams who are accountable for their completion.

Once the checklist is complete, teams can progress into the evolutionary development phase of the project where we start building the solution.

The length of this varies depending on the project but on average is between 6-8 weeks.

At the start of Foundations roles and responsibilities will be agreed with the client and a Business Ambassador will be assigned to the project.

This person should have the capacity and authority to make day to day decisions on the project.

Outcome: A clear idea of website requirements, development approach, roles and responsibilities and high-level delivery plan.

Design Direction

This phase begins with a design brief which we collaboratively write with the client. We then explore and test a multitude of design concepts, iterating until we feel we have a strong concept and then present a few key pages (for example the home page, an article page, and a search listings page, etc) for both desktop and mobile to the client for feedback.

At the end of this phase, we require the client to sign off on the overall direction of the design before we start evolutionary development, to minimise the risk of costly development re-work.

*during the conceptual phase of design we produce pages as we understand this is what the majority of our clients will need for sign off, however, the final design will be migrated into a Design System comprised of the grid, the colours, fonts, typographic scales, components, content patterns etc.

Outcome: A design concept that is the basis for design work in evolutionary development.

Evolutionary Development

Evolutionary Development is based on agile methodology and splits the build phase of the project into discrete Timeboxes, normally two weeks in duration. At the start of each Timebox, the whole team and Business Ambassador will agree to a list of patterns that the team can commit to delivering by the end of the Timebox. Each Timebox consists of planning, implementation, testing, and retrospective phases which ensures we are delivering the most important features to the highest level of quality,

We breakdown larger project into Increments, whereby each increment (package of work) can be released independently if desired. Each Increment contains a number of Timeboxes.

Outcome: Multiple releases which deliver value to your users and organisation.