

Phase	Work Stage	Deliverables
<b>Preproduction</b>	1. Project Clarification	<ul style="list-style-type: none"> <li>• Project brief: business, creative, technical, and content requirements</li> <li>• Outline budget, schedule, and resource plan</li> </ul>
	2. Solution Definition	<ul style="list-style-type: none"> <li>• Consultancy recommendations: business, creative, and technical</li> </ul>
	3. Project Specification	<ul style="list-style-type: none"> <li>• Project specification document</li> </ul>
<b>Production</b>	4. Content	<ul style="list-style-type: none"> <li>• Content delivery plan</li> <li>• Content Creation</li> <li>• Content preparation</li> <li>• Storyboards</li> </ul>
	5. Design and Construction	<ul style="list-style-type: none"> <li>• Project milestones as defined in project specification</li> <li>• Change control documentation</li> </ul>
	6. Testing, Launch, and Handover	<ul style="list-style-type: none"> <li>• Testing as defined in project specification</li> <li>• Marketing initiatives</li> </ul>
<b>Maintenance</b>	7. Maintenance	<ul style="list-style-type: none"> <li>• Maintaining plan</li> <li>• Training and development</li> </ul>
<b>Evaluation</b>	8. Review and Evaluation	<ul style="list-style-type: none"> <li>• Project review</li> <li>• Site performance analysis: traffic, users, information, technical, and commercial</li> </ul>