



## SR\_Site\_Redesign\_v2\_052407



ID	Task Name	Duration	Start	Finish
1	<b>City of Santa Rosa Web site Redesign</b>	<b>193 days</b>	<b>Mon 3/5/07</b>	<b>Wed 11/28/07</b>
2	<b>Phase 1: Strategy and Research</b>	<b>41 days</b>	<b>Mon 3/5/07</b>	<b>Mon 4/30/07</b>
3	Analyze current site log files	4 days	Mon 3/5/07	Thu 3/8/07
4	Interview stakeholders	5 days	Fri 3/9/07	Thu 3/15/07
5	Competative analysis	3 days	Fri 3/16/07	Tue 3/20/07
6	Create and submit consulting recommendation for approval	4 days	Fri 3/23/07	Wed 3/28/07
7	Client approves recommendation	1 day	Thu 3/29/07	Thu 3/29/07
8	Client kick off meetings (CA)	5 days	Mon 4/23/07	Mon 4/30/07
9	<b>Phase 2: Information Architecture</b>	<b>65.75 days</b>	<b>Fri 5/11/07</b>	<b>Fri 8/10/07</b>
10	<b>Site Map</b>	<b>21.75 days</b>	<b>Fri 5/11/07</b>	<b>Mon 6/11/07</b>
11	Create site map	5 days	Fri 5/11/07	Thu 5/17/07
12	Internal Review (Site Map)	0.5 days	Fri 5/18/07	Fri 5/18/07
13	Revisions	2 days	Fri 5/18/07	Tue 5/22/07
14	Site map client review (Round 1)	6 days	Wed 5/23/07	Thu 5/31/07
15	Client Feedback Due	0.25 days	Thu 5/31/07	Thu 5/31/07
16	Site map revisions	3 days	Thu 5/31/07	Tue 6/5/07
17	Site map client review (Round 2)	0.5 days	Tue 6/5/07	Wed 6/6/07
18	Client Feedback Due	0.25 days	Thu 6/7/07	Thu 6/7/07
19	Site map revisions	2 days	Thu 6/7/07	Mon 6/11/07
20	<b>Client approves sitemap</b>	<b>0.25 days</b>	<b>Mon 6/11/07</b>	<b>Mon 6/11/07</b>
21	<b>Wireframes</b>	<b>44.25 days</b>	<b>Mon 6/11/07</b>	<b>Fri 8/10/07</b>
22	Create wireframes	20 days	Mon 6/11/07	Mon 7/9/07
23	Create content requirements	20 days	Mon 6/11/07	Mon 7/9/07
24	Internal Review (wireframes)	0.5 days	Mon 7/9/07	Mon 7/9/07
25	Revisions	3 days	Tue 7/10/07	Thu 7/12/07
26	<b>Wireframes client review (Round 1)</b>	<b>1 day</b>	<b>Tue 7/17/07</b>	<b>Tue 7/17/07</b>
27	Client feedback due	0.25 days	Tue 7/24/07	Wed 7/25/07
28	Wireframe revisions	5 days	Wed 7/25/07	Wed 8/1/07
29	Wireframe client review (Round 2)	0.25 days	Wed 8/1/07	Wed 8/1/07
30	Client feedback due	0.25 days	Mon 8/6/07	Mon 8/6/07
31	Wireframe revisions	3 days	Mon 8/6/07	Thu 8/9/07
32	<b>Client approves wireframes</b>	<b>0 days</b>	<b>Fri 8/10/07</b>	<b>Fri 8/10/07</b>
33	<b>Phase 3: Site Design</b>	<b>27.5 days</b>	<b>Wed 7/18/07</b>	<b>Fri 8/24/07</b>
34	Develop creative brief	2 days	Wed 7/18/07	Thu 7/19/07
35	Create 3 concepts (0.0 Home page and 1.0 Secondary page)	10 days	Fri 7/20/07	Thu 8/2/07
36	Internal Review (Concepts)	1 day	Fri 8/3/07	Fri 8/3/07
37	Revisions	2 days	Mon 8/6/07	Tue 8/7/07
38	<b>Client Review of Concepts (Round 1)</b>	<b>0.5 days</b>	<b>Wed 8/8/07</b>	<b>Wed 8/8/07</b>
39	Client Feedback due	0.5 days	Mon 8/13/07	Mon 8/13/07
40	Revisions based on client feedback	3 days	Tue 8/14/07	Thu 8/16/07
41	Concepts: client review (Round 2)	2 days	Thu 8/16/07	Mon 8/20/07
42	Concept revisions	1.5 days	Tue 8/21/07	Wed 8/22/07
43	Submit for client approval	1 day	Thu 8/23/07	Fri 8/24/07
44	<b>Client approves site creative concept</b>	<b>0 days</b>	<b>Fri 8/24/07</b>	<b>Fri 8/24/07</b>
45	<b>Phase 4: Site Development and Programming</b>	<b>151 days</b>	<b>Tue 5/1/07</b>	<b>Tue 11/27/07</b>
46	<b>Infrastructure Review, research and setup</b>	<b>60 days</b>	<b>Tue 5/1/07</b>	<b>Mon 7/23/07</b>
47	<b>Template Creation</b>	<b>31 days</b>	<b>Fri 8/24/07</b>	<b>Mon 10/8/07</b>
48	Design approximately 15-20 templates	10 days	Fri 8/24/07	Fri 9/7/07
49	Collect all graphics/purchase new images	10 days	Fri 9/7/07	Fri 9/21/07
50	Slice PSD files	5 days	Fri 9/21/07	Fri 9/28/07
51	Develop Style Guide for development	6 days	Fri 9/28/07	Mon 10/8/07
52	<b>Content Development</b>	<b>93.44 days</b>	<b>Tue 5/8/07</b>	<b>Fri 9/14/07</b>
53	Collect and format current content	60 days	Tue 5/8/07	Tue 7/31/07
54	Develop new content	20 days	Wed 8/1/07	Wed 8/29/07
55	Copy Review	10 days	Fri 8/31/07	Fri 9/14/07
56	<b>Final approval of all content</b>	<b>0 days</b>	<b>Fri 9/14/07</b>	<b>Fri 9/14/07</b>
57	<b>Development</b>	<b>54.25 days</b>	<b>Fri 8/10/07</b>	<b>Thu 10/25/07</b>



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ID	Task Name	Duration	Start	Finish
58	CMS integration	28 days	Fri 8/10/07	Wed 9/19/07
59	Programming	35 days	Fri 8/31/07	Fri 10/19/07
60	Alpha testing	4.5 days	Fri 10/19/07	Thu 10/25/07
61	<b>Search engine optimization</b>	<b>10 days</b>	<b>Fri 9/14/07</b>	<b>Fri 9/28/07</b>
62	Develop meta tags	5 days	Fri 9/14/07	Fri 9/21/07
63	Program meta tags	5 days	Fri 9/21/07	Fri 9/28/07
64	<b>Beta testing/QC</b>	<b>18 days</b>	<b>Fri 11/2/07</b>	<b>Tue 11/27/07</b>
65	<b>Final review</b>	<b>7 days</b>	<b>Fri 11/2/07</b>	<b>Mon 11/12/07</b>
66	Final revisions	7 days	Tue 11/13/07	Wed 11/21/07
67	Final approval	1 day	Tue 11/27/07	Tue 11/27/07
68	<b>Training</b>	40 days	Fri 9/14/07	Fri 11/9/07
69	<b>Project Launch</b>	<b>1 day</b>	<b>Wed 11/28/07</b>	<b>Wed 11/28/07</b>
70	Regression Testing	1 day	Wed 11/28/07	Wed 11/28/07