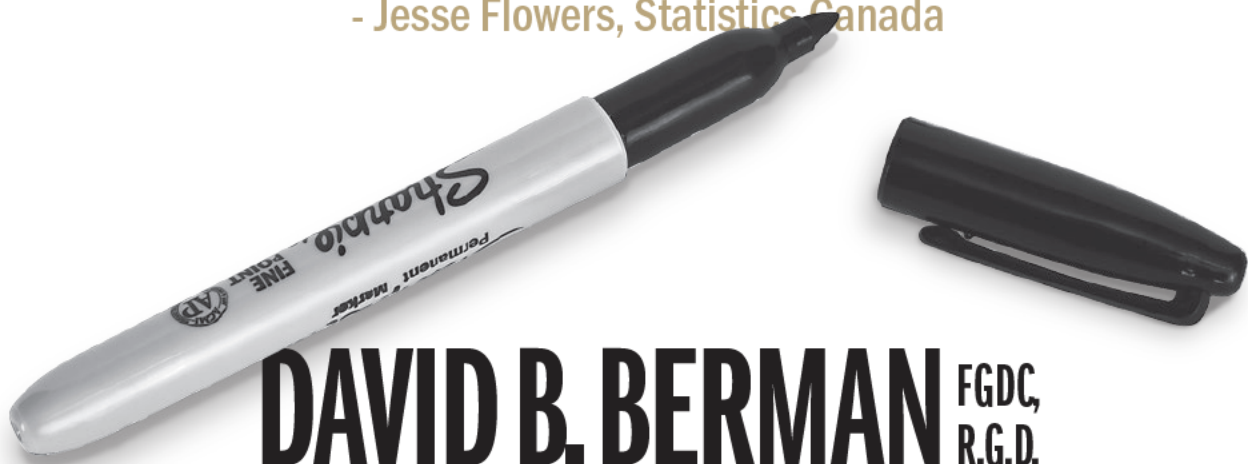


Successful Management of Web Projects

GREAT SITES, ON TIME AND ON BUDGET!

Includes
online launch
page to Web
resources

"Exceptionally good instructor - very well presented."
- Jesse Flowers, Statistics Canada



DAVID B. BERMAN FGDC,
R.G.D.

PROFESSIONAL SEMINAR SERIES #2

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David Berman FGDC, R.G.D.

Expert Speaker on Design, Ethics, Social Responsibility

David Berman has been described as the "David Suzuki of design".

He helps create events where local and international audiences align their professional and personal values, equips them with strategic skills, and challenges them to apply their professional strengths to help create a more sustainable and just world.



IN DETAIL

David's 25 years of experience and technique have helped hundreds of organizations get great things done.

The combination of his inspiration and techniques motivate people to create unique and ecologically-responsible strategy, events, branding, design, ethics, and communications solutions.

His career as an expert speaker, facilitator, communications strategist, judge, and graphic and environmental designer has involved him in developing dozens of events in over 18 countries: Bahrain, Brazil, Canada, China, Colombia, Cuba, Czech Republic, Denmark, Hong Kong, Hungary, Jordan, Korea, Kuwait, Lebanon, Norway, Qatar, Slovenia, UK, and USA.

His clients include IBM, International Space Station, World Bank, Norwegian Design Council, the Aga Khan Foundation, Environment Canada, Health Canada, Parks Canada, Statistics Canada, and Treasury Board.

In 1999, the Society of Graphic Designers of Canada named him a Fellow for his eco-friendly Code of Ethics. David was elected V.P. Ethics of the Society in 2000, and since has served as Ethics Chair. In 2005, he became a Vice-President of Icograda, the World body for graphic design, which organizes global conferences.

His opinions have been featured on CBC, in Financial Post and Marketing.

David is a National Professional Member of CAPS and the International Federation for Professional Speakers.

WHAT HE OFFERS YOU

David provides you the power to be better: fresh and easy techniques to get the most important things done well, in alignment with your mission and values.

HOW DAVID PRESENTS

Stylish by nature and profession, this infectious enthusiastic personality will equip you with knowledge you'll cherish, and the desire to implement it.

WANT TO KNOW MORE?

Give us a call or send us an e-mail to find out exactly what David can bring to your event.

HOW TO BOOK DAVID

Simply phone, fax, or e-mail us. See below for details.

TOPICS

Branding and Social Responsibility

Greener Meetings:
Professional Climate Change

7 Habits Of Highly Effective Sites

Plan Or Be Planned: "Not Another Time Management Seminar!"

BOOKS/ARTICLES/PAPERS

2009

- Do Good Design-
(Pearson/AIGA, ISBN 0-321-57320)

2007

- Web Accessibility 2.0

2005

- Liberate Your Web Site
- Analysis of Digital Art Audiences

2003

- To Tell The Truth
(cover story, Applied Arts)

2001

- A New Format For Canadian
Legislation (white paper)

"...profound knowledge, positive thinking, humour... pure Inspiration!"

- Selma Prodanovic, Brainwork, Vienna (Austria)

"Exceptional facilitator and extremely knowledgeable."

- Jane Hawksworth, Royal Roads University, Victoria (Canada)

"It is always good to be reminded about good behaviour."

- Nete Oensholt, Lego Corporation, Copenhagen (Denmark)

"David is spot on."

- Shelkha Haya Al Khalifa, Manama (Bahrain)



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Successful Management of Web Site Projects

with David Berman, FGDC, R.G.D.



Professional Member / Membre professionnel,
Canadian Association of Professional Speakers,
International Federation for Professional Speakers

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I have taken effort to ensure the accuracy of this manual. If you have any suggestions for improvement, please email berman@davidberman.com or visit www.davidberman.com.

1

Successful Management of Web Site Projects



On Time. On Budget. E-effective.

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For your convenience, you will find a list of hypertext links and books cited in this manual at:
<http://www.davidberman.com/seminars/websuccess.php#links> .

2

Expert Speaker

David Berman, R.G.D., FGDC

Some related seminars, available publicly or at your location:

- Developing Your Web Strategy
- Liberate Your Web Site: Accessibility for All
- Effective Web Interface/Information Design
- Principles of Graphic Design
- Seven Habits of Highly Effective Web Sites

Links and books:

<http://www.davidberman.com/seminars/websuccess.php#link>

David Berman has over 20 years of experience in graphic design and communication strategy.

David brings both graphic design and information technology expertise to his communications projects. While training at the University of Waterloo in computer science and at Carleton University in psychology and typography, he became deeply involved with the student press, introducing microcomputers for the production of student newspapers in Canada. David worked in the federal government as a computer systems analyst before turning his hobby of graphic design into his career.

Many consider David's knowledge of typography, which he has taught as part of college curricula, unmatched in the National Capital Region. He has worked extensively in adapting the printed word for electronic distribution, including Web design and software interface development.

As graphic designer, communications strategist and type director, David concentrated on new media, information design, and marketing strategy at Herrera Berman Communications and now with David Berman Communications. He has been the project manager of numerous Web projects, including strategy and design for Canadian Heritage, CRA, CMHC, Health Canada, IBM, Industry Canada, the National Research Council, Statistics Canada and the International Space Station, as well as many private sector and non-profit organizations.

David served as first elected president of the Association of Registered Graphic Designers of Ontario, the world's first accredited graphic design organization, from 1997 to 1999. He drafted the association's constitution and *Rules of Professional Conduct* and authored Ontario's accreditation examination on ethics and professional responsibility. In 1999, David was named a Fellow to the Society of Graphic Designers of Canada. In 2001 he was elected national vice-president. Presently, he is Ethics Chair for the graphic design profession in Canada, a vice-president of ICOGRADA, the world body for graphic design, and is a frequent international keynote speaker on social responsibility and design.

David is a national professional member of the Canadian Association of Public Speakers and the International Federation for Professional Speakers.

3

Why are we here today?

- Visualization of realizing our Web project goals:



HAPPY BOSS



...USER



...STAKEHOLDER



...CO-WORKER

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Section 1: Process

*Maximizing possibilities...
...while minimizing risk*

Goal: Get familiar with the overall potential and understand the full benefits of a formal process.

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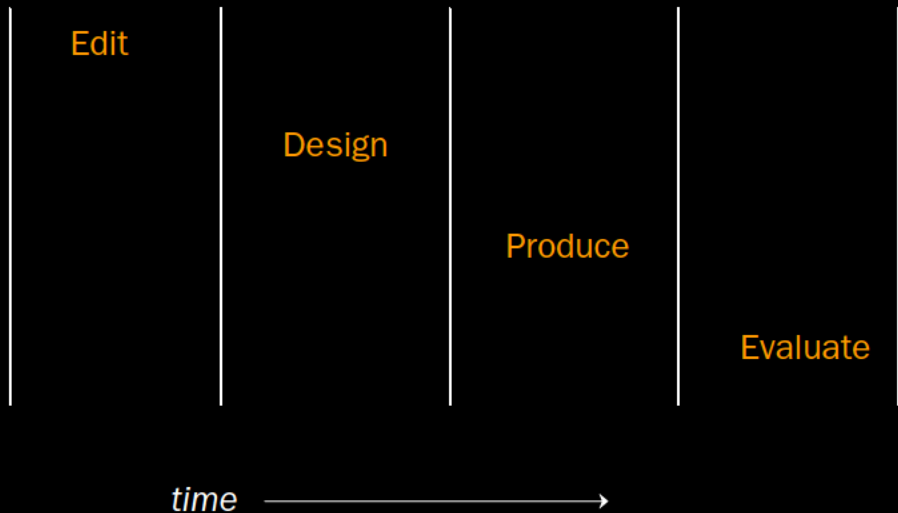
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5

The traditional publishing paradigm...



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David

[illegible]

6

yields to the promise of phase overlap...

Edit

Design

Produce

Evaluate

time →

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7

...where everyone is a designer!

Edit

Design

Produce

Evaluate

time \longrightarrow

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"The greatest invention of the 19th century was the invention of the method of invention"

- British philosopher Alfred North Whitehead

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7 benefits of formal process to any project

1. **Everyone** knows what's going on
2. **Mitigates** against loss of key people or information
3. **Rationalizes** resources
4. Everyone is **assured**: makes room for creativity
5. Easier to learn from mistakes, **improve** for future
6. **Everything** gets done...on **time**, and on **budget**!
7. **Covers** our butts

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[illegible]

9

SPOT QUIZ...

- **WHICH REACTION** IS MOST COMMON AT THE CONCLUSION OF YOUR WEB SITE PROJECTS?



A



B



C

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David

[illegible]

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Since Web projects are more complex...

- Users can **control** their experience
- Audience **technology** and technical **literacy** vary
- **Time element**: interactivity, sound, motion, haptics
- Web sites often **link** to moving targets
- Web sites **change**
- Everyone needs **education**, and to know their role

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[illegible]

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...and more at risk...

- Process-weak Web projects are more likely to come apart due to:
 - constantly changing **technologies**
 - constantly **rising expectations**
 - people **unfamiliar** with Web projects process
- ...we need a formal process specifically designed for **Web projects!**

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Our formal process: 9 big steps

1. process orientation
2. strategy
3. technical discovery
4. (or 5 or 6 or 7...) content (at least the outline)
5. information architecture
6. estimating (project planning)
7. graphic design
8. production (programming and launch)
9. maintenance and evaluation

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13

The process: approval slips



- More **sign-offs** than anyone expects
- Major benefits of approval slips:
 - signatures ensure all steps and approvals taken **seriously**
 - on-going **education** regarding the process
 - **can't stray** too far off track
 - when someone **changes** their mind, easier to get more resources
- Ingredients of an excellent **approval slip**...



Acme Web Design Inc. Approval Slip

Step: ☐ Strategy ☐ Discovery ☐ Content ☐ Navigation ☐ Design ☐ Coding

Proof: ☐ ☐ English ☐ French ☐ Other _____

Delivery: ☐ Attached
☐ Emailed to this address: _____
☐ Viewable at: www.acme.com/proof/_____

Description: _____

Approval: ☐ Okay as is.
☐ Okay with changes. Make changes and proceed to next step.
☐ Okay with changes. Supply new proof before proceeding.

Signature _____ (required by _____ to stay on schedule)

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Manage approvals simply

- Insist that they designate **one person** who you can go to for all approvals
 - if multiple or committee approvals required, this person seeks it, then signs your proof
- Process with full signoffs even more important if dealing with an **internal client**
- If you're not comfortable asking for signatures, try **initials**... or at least get slip "signed off" via e-mail

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[illegible]

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Process: in summary...

- We seek the **comfort** and confidence of an interactive process allowing continuous improvement
- Web projects are **especially difficult**: we need to **reduce risks** to budget and timeline that result
- We need a formal process **specific to Web** projects
- We need formal **sign-offs**

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Merci!
Thank you!

Evaluation:

www.davidberman.com/evaluation

Subscribe to our events e-news:

www.davidberman.com/subscribe

Some upcoming seminars:

- Web Information Design: Create Sites That Matter: February 9, 2006
- Accessibility: Liberate Your Web Site | February 16
- Successful Management of Web Projects | February 23
- Principles of Graphic Design and Electronic Publishing | March 2-3
- More: www.davidberman.com/seminars/schedule.php

Need to reach me?

berman@davidberman.com / (613) 728-6777

1. Start with a strategic plan.

Can you answer "How will you know when you've succeeded?"

2. See it as two projects.

If all you have is a hammer, everything looks like a nail.

3. Evergreen: fresh, accurate, relevant.

If you can't afford to heat and clean it, don't add another floor.

4. Plan twice, design once.

Would you rather write a day's worth of code or think it through out 2?

5. Communicate consistently.

Build trust through clarity and consistent repetition.

6. Don't skip steps.

Sign off on a step-by-step, Web-specific process.

7. Test early and test often.

More usability and accessibility tests. Less focus tests.

David offers in-depth one- and two-day public seminars covering every aspect of these seven habits, as well as custom consultation, design and development services.

If you would like to subscribe to our events e-news, visit www.davidberman.com/subscribe.

To get as many copies of this flyer as you'd like, e-mail David at berman@davidberman.com, telephone us at (613) 728-6777, or download a printable pdf version at www.davidberman.com/seminars/sevenhabitsweb.php.

**For a full article explaining these seven habits
visit www.davidberman.com/seminars/sevenhabitsweb.php**

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IN DETAIL

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The combination of his inspiration and techniques motivate people to create unique strategy, branding, design, ethics, and communications solutions to business problems.

As an expert speaker, facilitator, communications strategist, and graphic designer, his thought-provoking speaking and professional development events have brought him to over a dozen countries.

David is a senior strategic consultant to many large Web sites. His clients include IBM, the International Space Station, the Government of Canada, the World Bank, and the Aga Khan Foundation.

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His opinions have been featured in the Financial Post, Marketing, and ArabAd.

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HOW HE PRESENTS

Stylish by nature and profession, this infectiously enthusiastic personality will equip you with knowledge you'll value, and the desire to implement it.

LANGUAGES

He presents in English and can facilitate audiences of English and French speakers.

WANT TO KNOW MORE?

Give us a call or send us an e-mail to find out exactly what David can bring to your event.

HOW TO BOOK HIM

Simply phone, fax, or e-mail us. See below for details.

TOPICS

Weapons of Mass Deception:
Design and Social Responsibility -

7 Habits of Highly Effective Web Sites:
Web Strategy and Design

Designing Your Life:
Strategic Time Management -

PUBLICATIONS/MANUALS/ARTICLES

2005

- Accessibility for Your Web Site
- Analysis of Digital Art Audiences

2003

- To Tell The Truth
(cover story, Applied Arts)

2002

- Developing Your Web Strategy

2001

- Successful Management of Highly Effective Web Sites

2000

- A New Format For Canadian Legislation

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"David is spot on."

Sheikha Haya Al Khalifa, Manama (Bahrain)



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