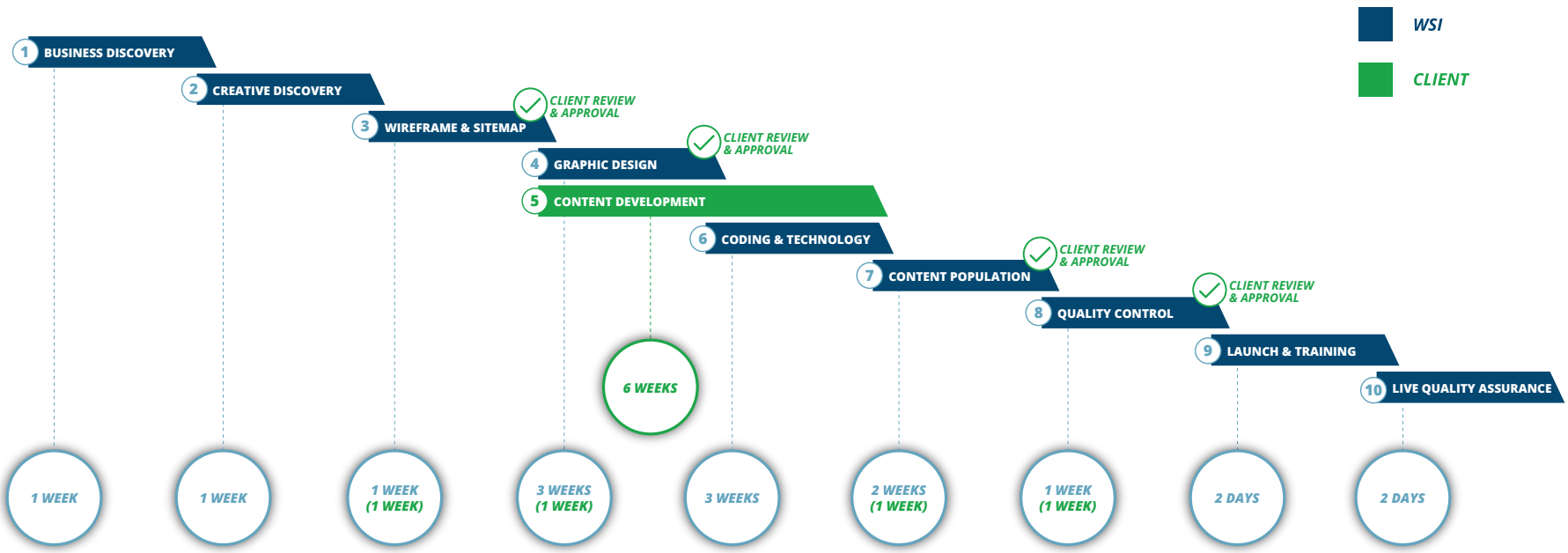
APPENDIX I

PROJECT DEVELOPMENT PROCESS & TIMELINE



1 BUSINESS DISCOVERY
Meet to gain insight on business objectives and company goals

2 CREATIVE DISCOVERY
Meet to discuss design standards, review preferences, discuss usability options

3 WIREFRAME & SITEMAP
Based on discovery meeting develop the blueprint for the Website. Present on wireframe and sitemap

4 GRAPHIC DESIGN
Design the Website based on the creative discovery meeting and approved wireframe

5 CONTENT DEVELOPMENT
Client works on content from a content document framework provided

6 CODING & TECHNOLOGY
Skin the framework from the approved design. Build out the pages according to the wireframe and site map. Add, set-up and format each feature.

7 CONTENT POPULATION
Populate the Web pages and features with approved copy and images

8 QUALITY CONTROL
Internal quality control review follows a detailed list of items to review and test. Quality control is performed by a second staff member.

9 LAUNCH & TRAINING
Hosting environment set-up, launch of site and conduct a training session

10 LIVE QUALITY ASSURANCE
Live review of the site and all features testing of all forms and more