



## Timelines for Capital Field - CEAS

### 1. Research and Development - 1 week + (9th December - 18th December)

- 01 Create Sitemap for existing site – 10<sup>th</sup> December
- 02 Create a User Persona – 12<sup>th</sup> December
- 03 Map out user Journey based on the feedback – 16<sup>th</sup> December
- 04 Create a website design scope document (elaborate User story + features) – 18<sup>th</sup> December

### 2. Website Design

#### Phase I: Strategy & Concept Development - 2 weeks (17th December - 23rd January)

- 01 check Inspirational Sites shared – 17<sup>th</sup> December
- 02 Site architecture/ Wireframing (low Fi) – 20<sup>th</sup> December
- Christmas/New year Break - 23rd December - 6th January**
- 03 Create a Mid Fidelity Prototype based on the low fi wireframe (first major pages only) – 10<sup>th</sup> January
- 04 Internal Review for Mid/High fidelity (major pages only) – 20<sup>th</sup> January
- 05 Capital Field's review – 21<sup>st</sup> January
- 06 Implement Feedback from Capital Field – 22<sup>nd</sup> January
- 07 Get Website components ready based on the brand guideline (icons, custom images, Buttons, Typography, Heading & Body fonts and font sizes, etc) – 24<sup>th</sup>
- 08 Request for Additional Content if necessary (images, text, etc.)/content development – 23<sup>rd</sup> January

#### Phase II: Web Site Design & Development - 2 Weeks (23rd January - 7th February)

- 01 Implement Capital Field Feedback and Share updated Prototype in high fidelity with capital Field for sign off – 22<sup>nd</sup> January
- 02 Beta testing with sample users – 23<sup>rd</sup> January
- 03 final design implementation from Beta testing – 24<sup>th</sup> January
- 04 Design Implementation & development using CMS – 31<sup>st</sup> January (**first phase deployment & review**)

#### Functionalities:

1. Homepage
2. Feedback Form (Contact)
3. Blog (News & Updates)
4. Book a Consultation
5. Newsletter Integration



6. Live Chat

- 05 Site development continues – **7<sup>th</sup> February**

**Functionalities:**

1. Team/Leadership management
2. CSR/Events (News & Updates)
3. Products & Services (CEAS)
4. Account Opening forms (CFML)
5. Projects Executed (CEAS)
6. PDF Download (CFML)
7. Client
8. Price Listing (CFML)
9. Vacancy/Job Posting (careers)
10. Faqs

- 06 Development completed - **14<sup>th</sup> February**

**Phase III: Production Management & Implementation - 1 - 2 Weeks (16th February - 3rd March)**

- 01 SEO starts – 16<sup>th</sup> February
- 02 Website deployment into the real environment (**second phase deployment server**) - 21<sup>st</sup> February
- 03 Alpha testing from TMA & Capital Field - 21<sup>st</sup> February
- 04 Implementation of feedback from TMA & Capital Field - 25<sup>th</sup> February
- 05 Speed testing & general optimization - 28<sup>th</sup> February
- 06 Site and server clean up - 3<sup>rd</sup> March
- 07 Handover document



## Timelines for Capital Field - CFML

### 3. Research and Development - 1 week + (9th December - 18th December)

- 01 Create Sitemap for existing site – 10<sup>th</sup> December
- 02 Create User Persona – 12<sup>th</sup> December
- 03 Map out user Journey based on the feedback – 16<sup>th</sup> December
- 04 Create a website design scope document (elaborate User story + features) – 18<sup>th</sup> December

### 4. Website Design

#### Phase I: Strategy & Concept Development - 2 weeks (17th December - 23rd January)

- 01 check Inspirational Sites shared – 17<sup>th</sup> December
- 02 Site architecture/ Wireframing (low Fi) – 20<sup>th</sup> December
- Christmas/New year Break - 23rd December - 6th January**
- 03 Create a Mid Fidelity Prototype based on the low fi wireframe (first major pages only) – 10<sup>th</sup> January
- 04 Internal Review for Mid/High fidelity (major pages only) – 20<sup>th</sup> January
- 05 Capital Field's review – 21<sup>st</sup> January
- 06 Implement Feedback from Capital Field – 22<sup>nd</sup> January
- 07 Get Website components ready based on the brand guideline (icons, custom images, Buttons, Typography, Heading & Body fonts and font sizes, etc) – 24<sup>th</sup> January
- 08 Request for Additional Content if necessary (images, text, etc.)/content development – 23<sup>rd</sup> January

#### Phase II: Web Site Design & Development - 2 Weeks (23rd January - 31st January)

- 01 Implement Capital Field Feedback and Share updated Prototype in high fidelity with capital Field for sign off – 22<sup>nd</sup> January
- 02 Beta testing with sample users – 23<sup>rd</sup> January
- 03 final design implementation from Beta testing – 24<sup>th</sup> January
- 04 Design Implementation & development using CMS – 31<sup>st</sup> January (**first phase deployment/launch**)

#### Functionalities:

7. Homepage
8. Feedback Form (Contact)
9. Blog (News & Updates)
10. Book a Consultation
11. Newsletter Integration



## 12. Live Chat

### **SITE DEVELOPMENT CONTINUES**

- 05 Site development continues – **17<sup>th</sup> February**

#### **Functionalities:**

11. Team/Leadership management
12. CSR/Events (News & Updates)
13. Account Opening forms (CFML)
14. PDF Download (CFML)
15. Client
16. Price Listing (CFML)
17. Vacancy/Job Posting (careers)
18. Faqs

- 06 Development completed - **28<sup>th</sup> February**

### **Phase III: Production Management & Implementation - 1 - 2 Weeks (4th March - 18th March)**

- 01 SEO starts – 4<sup>th</sup> March
- 02 Website deployment into the real environment (**second phase deployment server**) - 5<sup>th</sup> March
- 03 Alpha testing from TMA & Capital Field - 7<sup>th</sup> March
- 04 Implementation of feedback from TMA & Capital Field
- 05 Speed testing & general optimization
- 06 Site and server clean up - 18<sup>th</sup> March
- 07 Handover document



## Timelines for Capital Field - CAMCO

### 1. Research and Development - 1 week (9th December - 18th December)

- 01 Create Sitemap for site – 10<sup>th</sup> December
- 02 Create User Persona – 12<sup>th</sup> December
- 03 Map out user Journey based on the feedback – 16<sup>th</sup> December
- 04 Create a website redesign scope document (elaborate User story + features) – 18<sup>th</sup> December

### 2. Website Design

#### Phase I: Strategy & Concept Development - (17th December - 23rd January)

- 01 check Inspirational Sites shared – 17<sup>th</sup> December
- 02 Site architecture/ Wireframing (to be reviewed internally by TMA) – 20<sup>th</sup> December
- 03 Create a Mid/High Fidelity Prototype based on the low fi wireframe (first major pages only) – 20<sup>th</sup> January
- 04 Internal Review for Mid fidelity (major pages only) – 20<sup>th</sup> January
- 05 Capital Field's review – 21<sup>st</sup> January
- 06 Implement Feedback from Capital Field – 22<sup>nd</sup> January
- 07 Get Website components ready based on the brand guideline (icons, custom images, Buttons, Typography, Heading & Body fonts and font sizes, etc) – 3<sup>rd</sup> February
- 08 Request for Additional Content if necessary (images, text, etc.)/content development – 22<sup>nd</sup> January

#### Phase II: Web Site Design & Development - 2 Weeks (4th February - 14th February )

- 01 Implement Capital Field Feedback and Share updated Prototype in high fidelity with capital Field for sign off – 4<sup>th</sup> February
- 02 Beta testing with sample users – 5<sup>th</sup> February
- 03 Final design implementation from beta testing – 5<sup>th</sup> February
- 04 Design Implementation & development using CMS – 14<sup>th</sup> February (**first launch**)

#### Functionalities:

13. Homepage
14. Feedback Form (Contact)
15. Blog (News & Updates)
16. Book a Consultation



- 17. Newsletter Integration
- 18. Team/Leadership management
- 19. Live Chat

#### **SITE DEVELOPMENT CONTINUES**

- 05 Site development continues – 20<sup>th</sup> March

**Functionalities:**

- 19. Vacancy/Job Posting (careers)
- 20. Faqs
- 21. CSR/Events (News & Updates)
- 22. Products & Services (CAMCO)
- 23. Filterable Glossary/List of Terms (CAMCO)
- 24. Stock Exchange Feeds (CAMCO)
- 25. Client Feedback

**Break:** Ramadan Holiday (31st March & 1st April)

- 06 Development completed - 8<sup>th</sup> April

#### **Phase III: Production Management & Implementation - 1 - 2 Weeks (8th April - 22nd April)**

- 01 SEO starts – 8<sup>th</sup> April
- 02 Website deployment into the real environment (second stage deployment) - 11<sup>th</sup> April
- 03 Alpha testing from TMA & Capital Field - 14<sup>th</sup> April
- 04 Implementation of feedback from TMA & Capital Field - 19<sup>th</sup> April
- 05 Speed testing & general optimization - 21<sup>st</sup> April
- 06 Site and server clean up - 22<sup>nd</sup> April
- 07 Handover document