



Say Yeah!

DESIGN & DEVELOPMENT

METHODOLOGY



Say Yeah Inc.

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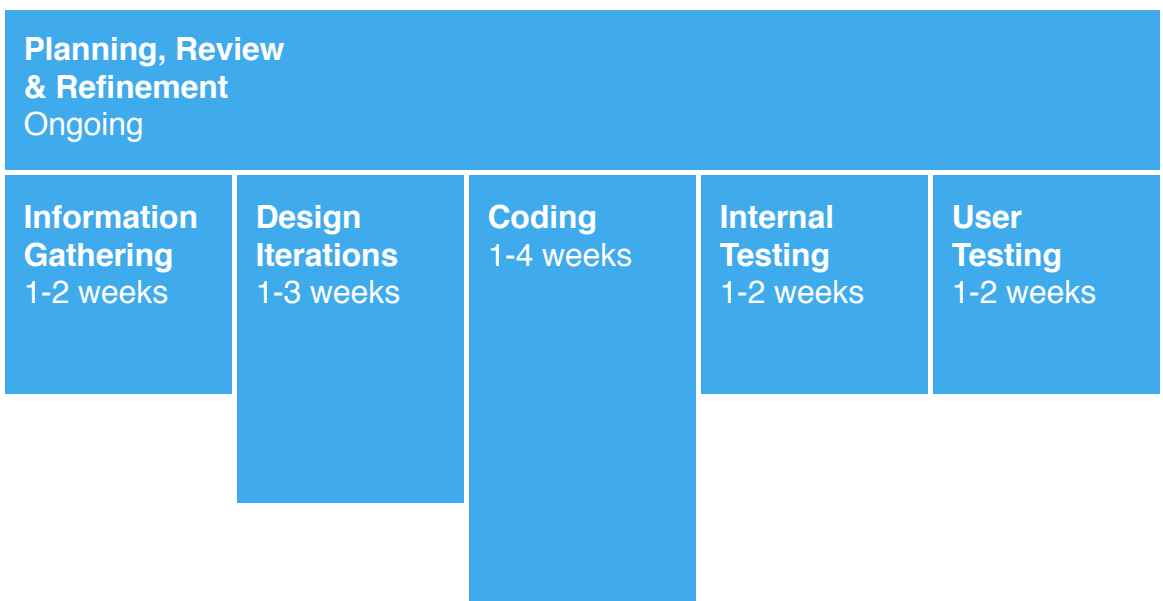
Design Process

The design process we employ is based on an Agile Methodology of design which allows us to iterate quickly while adapting to changing needs and ongoing feedback.

As scope increases, breaking out a longer term deliverable into smaller more frequent deliverables allows for ongoing involvement of all stakeholders, ensuring ongoing progress and affirming the direction of the project through testing, review, and discussion.

Process Phases

Here is a general outline of the phases of the Design Process including schedule estimates which are dependent on the scope of each project. Descriptions of each phase follow.





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Planning, Review & Refinement

During each of the following phases, stakeholders review findings and determine any change to the course of action and deliverables.

Information Gathering

Review business requirements, target, history, feedback, statistics, problems and any other available detail on what value we're looking to provide to the end user.

Design Iterations

Explore interface architecture, page layouts, interactions, language and aesthetics which will help the end user reach their goals in as engaging and efficient a manner as possible. Collaborate with stakeholders, including marketing and code team, to ensure all business requirements are covered.

Coding

Back end and front end code development based on design and interaction specifications. At this stage, we look to pass off a specific module which can be coded and tested so we may test, refine and share with stakeholders quickly.

Internal Testing

Quality assurance testing to ensure stability and that implementation meets design and interaction specifications. Address any design or code compromises which arose during the coding process through design/code team collaboration.

User Testing

Hands on experience from target users. Provide them with tasks and goals to see if there are any stumbling blocks.

Continued Planning, Review & Refinement

Take our findings from testing and iterate to improve the experience.



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Development Methodology

Project Management

Client Ownership

One of the difficulties of maintaining the schedule on a long term development project is being able to ensure a Product Owner is available who has the authority to make timely decisions.

A suitable definition of the Product Owner is as follows:

The Product Owner holds the final authority for determining the value, priority and details of all work completed by the development team. The Product Owner wields this authority by virtue of a deep knowledge of the goal and end results desired as well as a respected position among all the stakeholders.

Some of the delays experienced during our previous product development engagements can be attributed to the primary client contact not having the authority to make decisions to keep development progressing during periods when other decision makers were unavailable. This meant allocated resources were not able to continue development and both time and money were frittered away during down time. By establishing a Product Owner who is able to make timely decisions throughout the life of the project, allocated development resources can continue progressing towards development builds and ensure the schedule is not affected by lulls in communication. We have learned from previous experience a Product Owner needs to be in place at every stage of development from strategy to code.



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Development Team

Each week, all scheduled work items will be reviewed with a focus on the next build stage (the build stage being a new version of the product published for ongoing review by all stakeholders). This meeting will include the development team leads and Product Owner.

During this review, feature requests will be recorded. A weekly report will be prepared noting the internal development schedule and any feature requests which may affect the schedule. Approval on each feature request will affect the schedule will be confirmed prior to accruing additional man hours. This process ensures budget is followed while allowing scope items to be adjusted based on the Product Owner's goals.

Scope Management

Resource Allocation

The schedule will support regular builds of useable and functional code which will involve the skill sets and support of the Product Owner, design, front end and back end development teams.

This type of build schedule ensures useable deliverables are available as quickly and as often as possible. In this scenario, each build may then be reviewed and tested, with feedback provided throughout development. This process may bring up new challenges the Product Owner may determine are of more importance than the original scope. These items can be addressed immediately, keeping all stakeholders happy and in control, while helping ensure originally sought after scope items don't undermine the end goals of the project.

Supporting this level of scope flexibility ensures the strongest product is brought to market as quickly as possible with full support from all stakeholders.



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Testing Processes

Issue Tracking

Prior to providing access to review the latest builds, extensive internal testing will be completed by the Product Owner and Development Team to ensure each stage of development meets the scope and objectives.

New builds will typically be provided once every 30 days, but will be confirmed based on the schedule.

The issue tracking system will be reviewed weekly following handoff of each development build. Issue tracking will be broken out into builds to ensure each new build is reviewed and traceable.

During the issue review, issues reported will be categorized based on issue type and priority. A report will be generated noting schedule estimates for resolving any issues, clarifications, and feature requests.