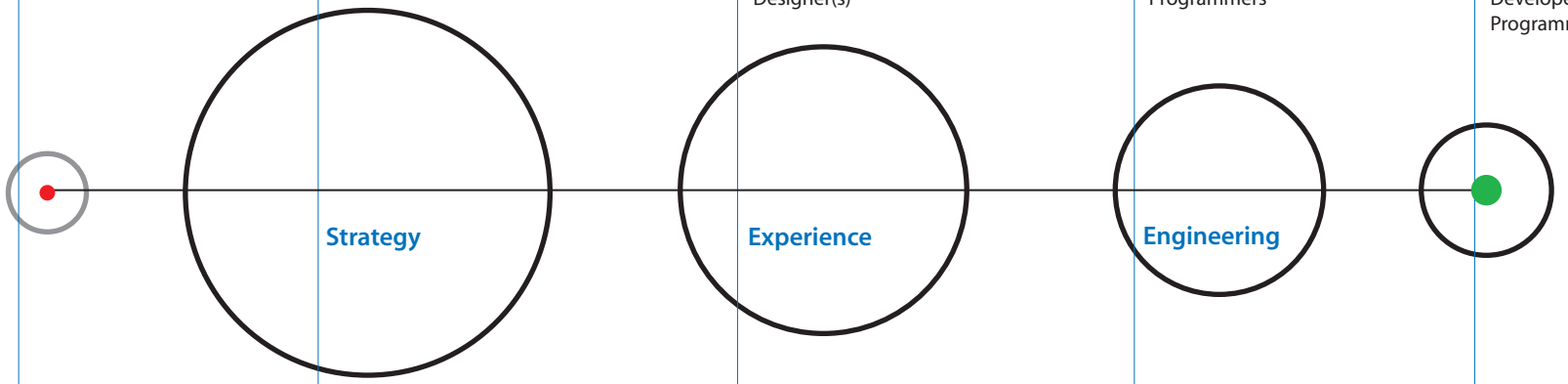
THE PROCESS

	Prestart	Concept & Planning	I. A., Prototyping, Design & Specification	Production	Testing, QA, & Launch
PHASES:	A	1	2	3	4
PEOPLE:	Client, Management, Producer, Creative Lead	Client, Management, Producer, Creative Lead, Tech. Lead, Content Developer(s)	Client, Management, Producer, Creative Lead, Tech. Lead, Content Developers, Designer(s)	Producer, Creative Lead, Tech. Lead, Content Developers, Designer(s), Programmers	Client, Management, Producer, Creative Lead, Tech. Lead, Content Developers, WebDesigner(s), Programmers
DELIVERABLES:	Client Brief, Request for Proposal	Proof of Concept, Team	Experience Document, Engineering Document	Beta Product, Testing Plan, Templates	Final Product, Maintenance Schedule, all Docs.
TIMELINE:		Research	Direction	Execution