



May 22, 2018

To: Kenetta Hill Ridgell | Sr. Communication Coordinator | Little Rock Water Reclamation Authority
From: Romanitha Jones | Account Executive | The Design Group
Cc: Myron Jackson | Chief Executive Officer | The Design Group
Re: **Updated LRWRA Website Redesign Timeline**

Hello Kenetta,

Below is a timeline to completion for the brochure site for LRWRA. Please review and let us know if you have any questions. An (*) indicates deliverable due dates to the client.

Romanitha

MAY 1-MAY 25:

Copywriting

- Revisions to existing and new web copy and site map
- Identifying form needs/graphics/PDF documents needed throughout the site
- Identifying content for video development
- Internal review of copy/video scripts
- Internal review of homepage/internal page redesigns

Concepting and Design

- Redesigning homepage/interior pages to align with the branded look
- Identifying imagery aligned with the branded look
- Internal review of homepage/internal page redesigns

Development

- Continued monitoring of vendor portal functionality

MAY 29-MAY 31:

Copywriting

- Completing web copy/video scripts
- Internal review of copy/video scripts

Concepting and Design

- Completing homepage/internal page redesigns
- Internal review of homepage/internal page redesigns

JUNE 1-JUNE 6:

Copywriting

- Team revisions to web copy/video scripts
- Review of revisions to web copy/video scripts

Concepting and Design

- Team revisions to homepage/interior page designs
- Review of revisions to homepage/interior page designs

JUNE 6-JUNE 8:

- ****Client and agency review of web copy /video scripts***
- ****Client and agency review of homepage and interior page redesign***

JUNE 11-JUNE 15:

- Client submits revisions to homepage/interior page designs
- Client submits revisions of web copy/video scripts

JUNE 18-JUNE 20:

Copywriting

- Client revisions made to web copy/video scripts
- Scheduling production of site videos

Concepting and Design

- Client revisions made to homepage/interior pages designs
 - Hi-res photos purchased

Developer

- ***Meeting to present copy and design files to development team***

JUNE 21-JULY 15:

Developer

- Coding and development
- Shooting site videos

JULY 2:

- Meeting/conference call between the development team and The Design Group for status update

JULY 9:

- Meeting/conference call between the development team and The Design Group for status update

JULY 16:

- ***Developer to present Beta site to The Design Group team***

JULY 17-JULY 20:

- Beta testing entire site/coding corrections

- Testing functionality of site map and all internal pages
- Testing website responsiveness (display on desktop to mobile)
- Frontloading entire site onto new server
- Reviewing all pages for content and graphics loads
- ****Present site videos to client***

JULY 23:

- ****Present Beta version of site to client***
- Client revisions to site videos

JULY 26:

- Client revisions to Beta mode site

JULY 27:

- ****Launch site in Beta mode***

JULY 27-JULY 31:

- Continued testing in Beta mode
- Continued coding corrections
- Final approval of site videos
 - Forwarding video files to developer to upload to the site

AUGUST 1:

- **Launch newly designed brochure site**