

Cogapp > Creative Methodology

~ Twenty years experience encapsulated in a six stage creative methodology.

1. DISCOVERY

Discovery is concerned with gaining a deep understanding of client and project. It is primarily concerned with:

- Business objectives
- Project objectives
- Audience
- Service definition
- Service infrastructure
- Management

Often this work is undertaken as an initial consultation based on our 'Perspectives' method.

Deliverables

- The knowledge and insights gained during this stage are documented in a Requirements Specification.

2. EXPLORATION

After Discovery we apply ourselves to the creative stage of Exploration. This is an ideas stage concerned with generating new ideas and material – and testing these ideas with the target audience. The primary purpose is to explore solutions to the requirements specified in Discovery.

Deliverables

- Wireframes – to demonstrate our ideas for information architecture, navigation structure and page layouts.
- Design concepts – to illustrate key points of our thinking about your brief or requirement.
- Prototypes – wireframes and design concepts are often developed into paper or screen-based prototypes for user testing and client review.

3. DEFINITION

Definition is concerned with building a platform for the rest of the project by:

- Documenting decisions made during Exploration
- Establishing and documenting consensus amongst project stakeholders
- Describing in detail what will be produced during Implementation

Deliverables

- Functional specification
- Technical specification
- Interactive design specification
- Content specification
- Style guide

4. IMPLEMENTATION

Implementation is concerned with producing the creative solution that has been specified in the Definition stage.

Deliverables

The exact deliverables are decided during the earlier stages of the project but are likely to include some of the following:

- Front-end code
- Back-end code, content management tools and database
- Graphic assets
- Documentation
- Training

5. DELIVERY

Delivery draws a line under the technical and creative development and focuses attention on making sure that a fully tested interactive service is available to the intended audience on time, working correctly and to specification.

The finished service is the key deliverable of this stage.

6. ENHANCEMENT

The final stage is to review the completed project, report on any lessons learned and plan for future enhancements and any post-build maintenance. Deliverables from this stage include a project review and, where appropriate, an enhancement plan and maintenance proposal.