



the
**DEVELOPMENT
PROCESS MODEL**

Eyepartner Blueprint Process

To ensure the best outcome means starting with the best user experience. Eyepartner creates a process which incorporates stakeholder input and feedback throughout the project development life cycle.

Eyepartner has developed and perfected this process over many years. Drawing on the collective experience of our management team, developers and support staff, Eyepartner has built and launched hundreds of rich media websites across a wide variety markets using this proven blueprint method.

Our approach uses a blend of techniques from several disciplines such as product management, marketing, usability, design, communication, and quality assurance. The various techniques are employed at specific points in the life cycle of our custom software development process. The goal is to deliver the best user experience that will resonate with the intended audience and achieve the business goals of our client. When employed in full, our process has a proven track record of dramatically improving business drivers such as branding, lead generation, customer spending, and lower support costs.

Why start with a Blueprint?

The answer is to engage the development cycle and design integration from the start to save you time to market, money and support costs. The blueprint covers business requirements, user requirements, user interface designs, timeline schedules, budgets along with a complete picture of your system architecture including hosting and support diagrams.

The logic of the user interface is tested and confirmed to be usable and that it follows general practice standards of rules and processes. You will have confidence that the application will work when it's delivered — all before a line of code is written.

The resulting blueprint is a guide that enables our clients to view and experience and in some cases test the user interface in a prototype within weeks or months, not years. An entire picture of a functional design evolves at the beginning of the project rather than at the end of a project – when its too late (or very expensive) to adopt changes.

The blueprint is designed to fit into Eyepartner's development lifecycle and methodologies. It is the same as engaging an architect before you start building your new building.

The Eyepartner blueprint encompasses:

- Communication of functional and non-functional requirements
- A clear line of sight between strategy and application behavior
- Choice of the right technology solution
- Vendor and Client accountability to the blueprint
- Certainty of outcome
- On budget, on time and usable technology
- The application works properly, the first time

Handling a change within the blueprint

The role of the Blueprint is to precisely define the outcome prior to any development starting. However, there are many circumstances in which change is required during development, and the process needs to respond appropriately and provide flexibility.

A change or adoption is needed when there are:

- Mistakes (missing or wrong requirements)
- Process changes
- Rule of the road changes
- Patterns and processes can be modified without affecting the fundamentals and starting from scratch
- Some changes are completely transparent to the design, such as rule changes
- Design changes (if the architecture is stable look and feel of branding can easily be changed)

Development Life Cycle

We shall take your project through the following development process. We shall integrate usability tasks during the entire software development project.

Phase 1: Scoping

<u>Typical Development Tasks</u>	<u>Usability Tasks</u>
high-level requirements definition	
define project scope	
overall project planning	usability project planning
project team organization	usability role assignment
	user profile
	contextual task analysis
	usability goal setting
phase 2 planning	

Phase 2: Requirements Definition / Design

<u>Typical Development Tasks</u>	<u>Usability Tasks</u>
	workflow reengineering
	hardware/software definition
	UI mockups
	iterative UI walkthroughs
	UI conceptual model design
functional modeling	style guide development
data modeling	
prototype functional design	prototype UI design
prototype development	
iterative requirements definition	iterative UI evaluation/testing
system architecture design	detailed UI design
phase 3 planning	

Phase 3: Development

<u>Typical Development Tasks</u>	<u>Usability Tasks</u>
detailed system design	
test plan development	
system development	
iterative system testing	iterative UI evaluation/testing
documentation development	
training development	
customer acceptance testing	
phase 4 planning	

Phase 4: Installation

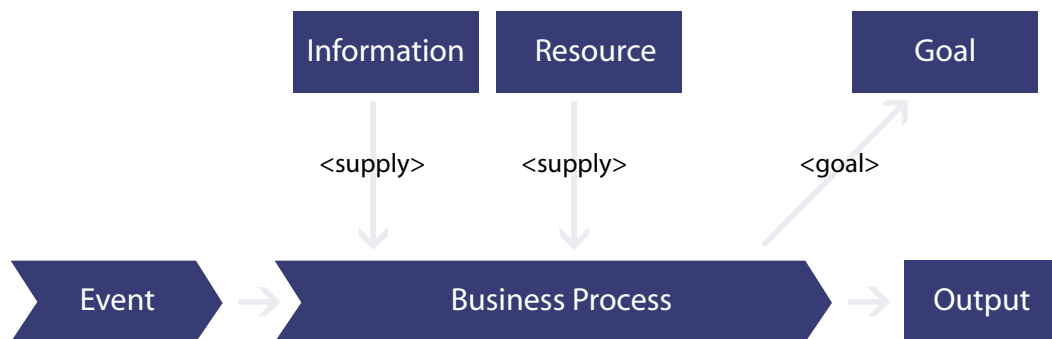
<u>Typical Development Tasks</u>	<u>Usability Tasks</u>
installation planning	
customer training	
installation	
customer support	user feedback

The Business Process Model

An introduction to the terminology and icons used in the Business Process Model introduction to some Unified Modelling Language (UML) concepts and how they are applied in Enterprise Architect's Business Process Model.

A business process:

1. Has a Goal
2. Has specific inputs
3. Has specific outputs
4. Uses resources
5. Has a number of activities that are performed in some order
6. May affect more than one organizational unit. Horizontal organizational impact
7. Creates value of some kind for the customer. The customer may be internal or external.



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Process Models

Business Process

A business process is a collection of activities designed to produce a specific output for a particular customer or market. It implies a strong emphasis on how the work is done within and organization, in contrast to a product's focus on what. A process is thus a specific ordering of work activities across time and place, with a beginning, an end, and clearly defined inputs and outputs: a structure for action.

Connections

- Supply link from object Information. A supply link indicates that the information or object linked to the process is not used up in the processing phase. For example, order templates may be used over and over to provide new orders of a certain style - the templates are not altered or exhausted as part of this activity.
- Supply link from object Resource . An input link indicates that the attached object or resource is consumed in the processing procedure. As an example, as customer orders are processed they are completed and signed off, and typically are used only once per unique resource (order).
- Goal link to object Goal. A goal link indicates the attached object to the business process describes the goal of the process. A goal is the business justification for performing the activity.
- Stateflow link to object Output
- Stateflow link from event Event. A stateflow link indicates some object is passed into a business process. It captures the passing of control to another entity or process, with the implied passing of state or information from activity to activity.

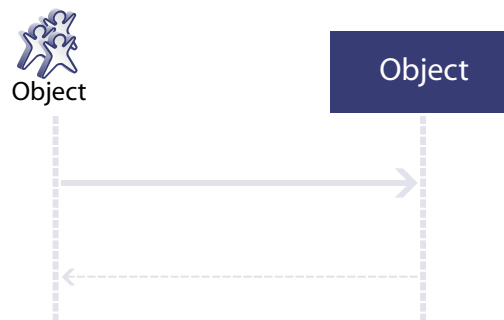


Figure 1 : Workflow

Goal

Object:

A business process has some well defined goal. This is the reason the organization does this work, and should be defined in terms of the benefits this process has for the organization as a whole and in satisfying the business needs.

Connections

Goal link from activity Business Process. A goal link indicates the attached object to the business process describes the goal of the process. A goal is the business justification for performing the activity.

Information

Object:

Business processes use information to tailor or complete their activities. Information, unlike resources, is not consumed in the process - rather it is used as part of the transformation process. In formation may come from external sources, from customers, from internal organizational units and may even be the product of other processes.

Connections

Supply link to activity Business Process. A supply link indicates that the information or object linked to the process is not used up in the processing phase. For example, order templates may be used over and over to provide new orders of a certain style - the templates are not altered or exhausted as part of this activity.

Output

Object:

A business process will typically produce one or more outputs of value to the business, either for internal use or to satisfy external requirements. An output may be a physical object (such as a report or invoice), a transformation of raw resources into a new arrangement (a daily schedule or roster) or an overall business result such as completing a customer order.

An output of one business process may feed into another process, either as a requested item or a trigger to initiate new activities.

Connections

Stateflow link from activity Business Process

Resource

Object:

A resource is an input to a business process, and, unlike information, is typically consumed during the processing. For example, as each daily train service is run and actuals recorded, the service resource is 'used up' as far as the process of recording actual train times is concerned.

Connections

Supply link to activity Business Process. An input link indicates that the attached object or resource is consumed in the processing procedure. As an example, as customer orders are processed they are completed and signed off, and typically are used only once per unique resource (order).