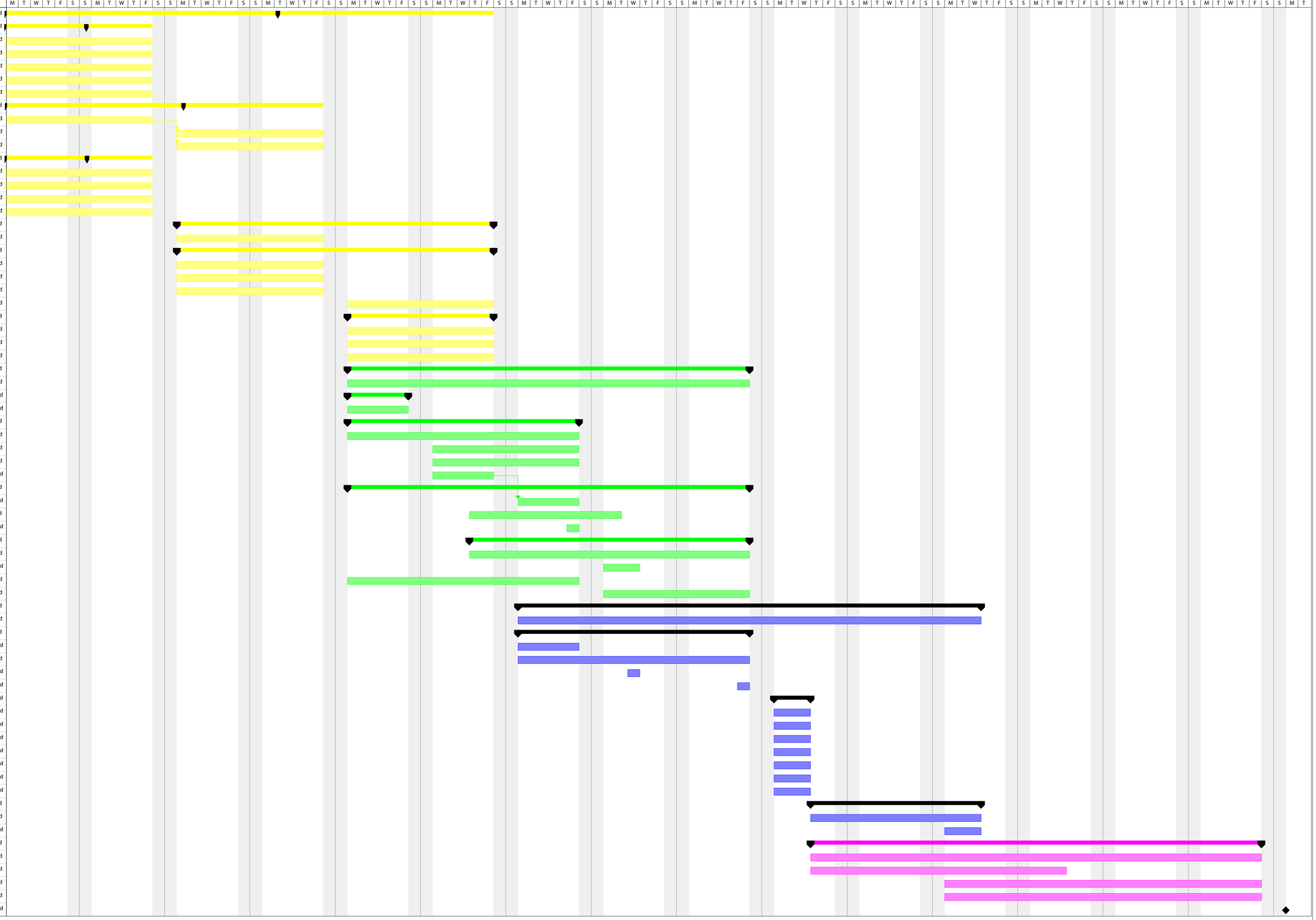
Sample: Project Plan

Sample Project

ID	Task Name	Duration
1	Imagine	30d
2	Creative Brief:Corporate	10d
3	Positioning Statement	10d
4	Audience Segment Definitions/Target Audience	10d
5	Competitive Leverage Points	10d
6	Communications Objective	10d
7	Brand Personality	10d
8	Marketing Strategy	20d
9	Market Analysis	10d
10	Marketing Implementation Plan	10d
11	Marketing Metrics	10d
12	Competitive Analysis	10d
13	Competitor Identification	10d
14	S.W.O.T.-Strengths, Weaknesses, Opportunities, Th	10d
15	Brand Position	10d
16	Site Analysis	10d
17	Branding and Identity	20d
18	Naming	10d
19	Digital Collateral	20d
20	Logo	10d
21	Font Suitcase/Font Library	10d
22	Color Palette	10d
23	Presentation Templates	10d
24	Print Collateral	10d
25	Collateral System: Cards, Letterhead, Blanks	10d
26	Word Templates	10d
27	Corporate Styleguide	10d
28	Define	25d
29	Creative Lead	25d
30	Site Definiton	5d
31	Project Summary (Lucid Concept)	5d
32	Business Analysis	15d
33	Use Cases	15d
34	Process Diagrams	10d
35	Business Object Model	10d
36	Information Inventory	5d
37	Site Flow and Content	25d
38	Site Inventory	5d
39	Storyboard/Site Architecture/Site Map/Wireframe	8.5d
40	Usability Analysis	1d
41	Low Res Prototyping	17d
42	Greyline/Engineering Prototype	17d
43	Usability Testing	3d
44	Content Strategy	15d
45	Content Development	10d
46	Architect	28d
47	Creative Lead	28d
48	Graphic Design	15d
49	Low Res Design/Whiteline	5d
50	High Res Design/Colorlines	15d
51	Usability Testing	1d
52	Focus Group Testing	1d
53	Site Styleguide	3d
54	Styleguide Document	3d
55	Font Specification	3d
56	Graphics Specification	3d
57	Graphics Templates	3d
58	Layout Specifications	3d
59	Stylesheet (CSS) Specification	3d
60	Writing Tone	3d
61	High Resolution Prototyping	10d
62	High Resolution GUI Prototype	10d
63	Usability/Focus Group Testing	3d
64	Build	27d
65	Creative Lead	27d
66	Templates	15d
67	Content Implementation	20d
68	Graphics Implementation	20d
69	Creative Project Complete	0d



Project:
Date: Tue 3/7/00

Task | Progress | Milestone | Summary | Rolled Up Task | Rolled Up Milestone | Rolled Up Progress