Northstar Connect Website Development Process

Website Setup & Scope Analysis

Content Development / Design

Content Staging & Mock-Up Review

Theme Implementation

Final Review

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Launch

Website

The Northstar DevOps team will set up a sandbox website envrionment and share the link with the club. This website will be used by the Northstar team to build out all the pages, copy content from the club's existing website, and eventually deploy the new design.

It is recommended that the club team bookmark this link and refer to this website for progress on the project.

The website will be initally linked to the Northstar back office training database, so any membership/account/reservation modules set up on the training envrionment will push data to the website. The club is encourged to login in and review critical areas on this staged website through out the implementation process to get an understanding of how the back office and member facing features integrate.

Scope Analysis

The Project Manager will work with the club's team to finalize the scope of the member facing platforms. The more cruicial parts of the scope include:

1. Finalizing the sitemap / page layout
2. Finalizing the content that will go on each page
3. Finalizing the functioanlity that members will have access to
4. Sharing your preferences and likes and dislikes on the website design (for projects that require a new design)

Along with your input, our design team will need the following to provide a website design template:

- A high resolution, vector file of the club's logo.(Adobe Illustrator, Adobe Photoshop compatible files. Extensions are ai, psd).
- A branding and/or color scheme if defined so the new design can use existing color schemes for overall brand integration.
- High resolution images to be used on the website (if new photography is expected, we can work with existing photos and swap them with the latest ones during the coding/development phase)

Content Development

The Northstar front-end development team will start creating the website pages that were finalized in the Scope Analysis and copy/add content that was approved by the club.

Since all of this will be done on the staged website that was set up in the initial stage, the club can visit the link to the website at any point to see the progress.

Desig

The Northstar graphic design team will create a custom mock-up of the website. The mock-ups are created for the following page templates:

1. Public landing page
2. Private landing page
3. Standard inner page
4. Typography

If the club requires additional unique page templates, this needs to be identified during the scope analysis phase since additional templates will incur cost and may impact the turn-around time of the mock-ups.

The mock-up are static (images) of the look and feel / design of the website. Once the club's reviews and approves the look and feel the Northstar development team will convert this image and plug it into the staging website.

Content & Mock-Up Review

Mock-up

A unique design mockup will be provided to the club for feedback. We provide upto 5 business days to the club to present the design to all internal stakeholders to gather feedback and provide Northstar feedback for any revisions that are required. If additional time is required to gather feedback due to approval required from multiple teams inside the club or certain committees, please let us know so more time can be dedicated to this phase of the project.

Once the feedback is provided, Northstar will require 2 to 3 business days to turn around

 changes. This time can be extended based on the kind of changes that are requested.

Northstar will provide the client with two revisions for their designs, any further iterations would be charged at $1000 + resource charges.

Web Content

The club will be shared the staging website link with all of their pages / content has been created on the Northstar website platform. The staging website at this stage will not have the look and feel / design that has been developed as a mock-up however, it will allow the club to review all the content and its placement on a functional website.

Theme

Once the mock-up / design is finalized by the club, the Northstar team will apply that design on the staging website. This will complete the website development process and the club will be able to review the finalize website with the new design and all of the web content.

Final Review

The final website will be ready for the club to review. If any minor changes are required the club can share those in the form of feedback/change request so they can be completed and deployed on the staging website.

All functionality connected to the Northstar back office (such as the reservation modules, payment, statements etc) should be reviewed in addition to the design and content.

It is encouraged that a thorough review of all areas of the website is conducted by the relevant department heads at the club so the transition for the members goes as smoothly as possible.

QA Testing

After the club's final feedback has been implemented the Northstar QA team will conduct testing on the website to ensure smooth functionality.

In addition to testing out features linked to the Northstar software, our team will test the website for cross browser compatibility for both mobile and desktop versions of all the major browsers currently in use (IE, Firefox, Safari, and Chrome).

Takes between 3 to 5 days to test all aspects of the website and resolve any issues before going live.

Training

Training will be done in three 90 minute long sessions on different aspects of the website.

Configurations and display options for pages that pull dynamic data (profile info, statements, recent charges etc) will be covered during the first training session.

The second training session will cover the content management features of the website. This includes creating new pages, add and editing content (copy and pictures) to the website; uploading documents and images in photo galleries etc.

Each staff member responsible for updating and managing content on the website will be provided a unique username and password.

The third training session will cover the Northstar campaign module that will be used to send out mass email campaigns to the members.

Launc

Going live entails linking the new NS Connect website to the club's domain. Club needs to have access to their domain registration company to make the final changes for launch.