Creative Process Proposal for Concord

A Concept is born

Phase I: Research

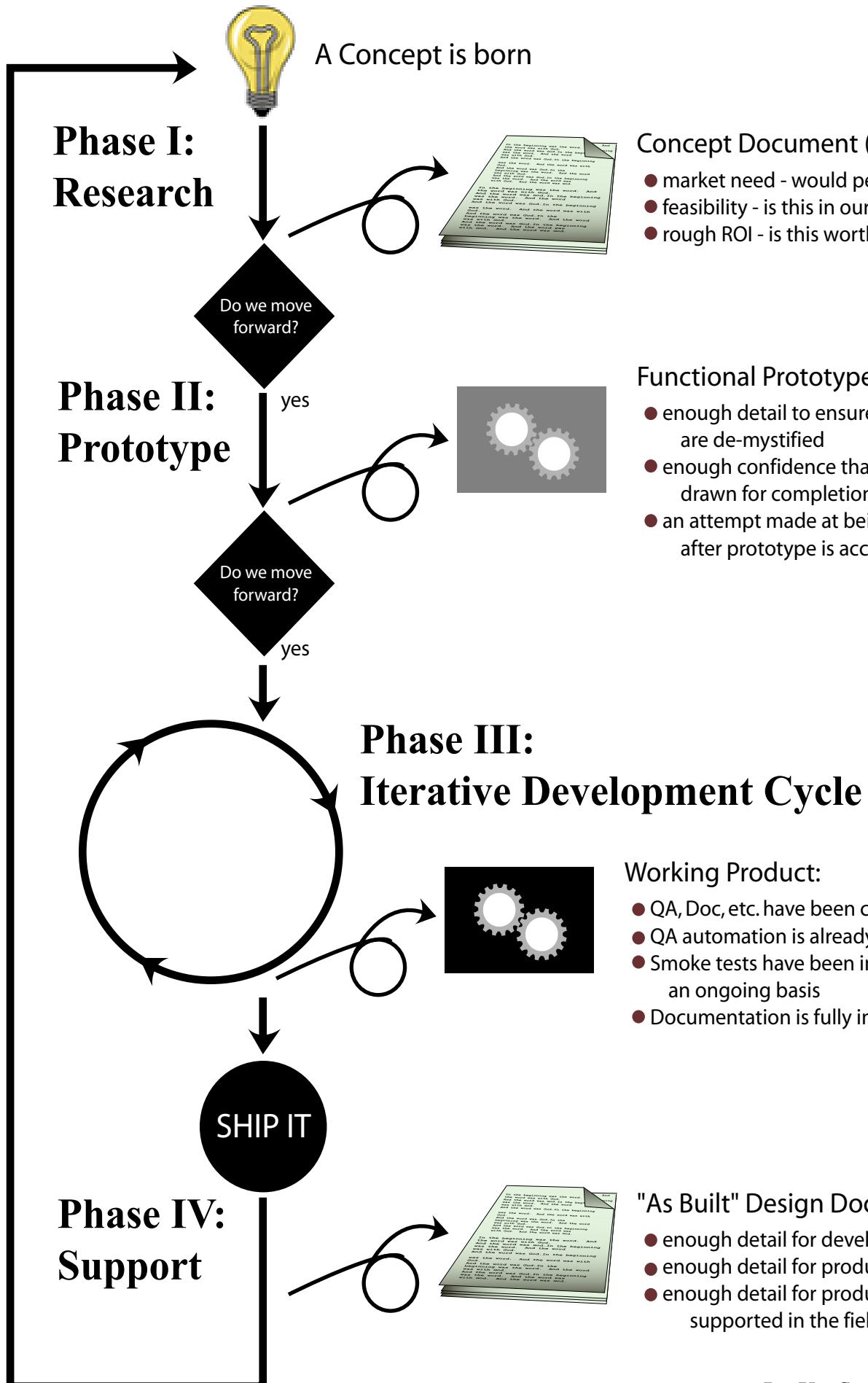Do we move forward?

Concept Document (or Business Plan):
- market need - would people buy this?
- feasibility - is this in our space?
- rough ROI - is this worth it?

Phase II: Prototype

yes

Do we move forward?

yes

Functional Prototype:
- enough detail to ensure that all major unknowns are de-mystified
- enough confidence that real estimates can be drawn for completion of work
- an attempt made at being able to use the code after prototype is accepted

Phase III: Iterative Development Cycle

Working Product:
- QA, Doc, etc. have been co-developing the product
- QA automation is already done
- Smoke tests have been in use by developers on an ongoing basis
- Documentation is fully integrated and complete

SHIP IT

Phase IV: Support

"As Built" Design Documentation
- enough detail for developers to maintain code
- enough detail for product to be extended
- enough detail for product to be troubleshot and supported in the field

Joe Kuefler, November 2004, Rev 1.3