Development Approach

aka The Agreement

The development approach summarizes the project scope, recommends an execution plan, and provides an estimate of how much it will cost to deliver.

OWNER:

PROJECT MANAGER

CONTRIBUTORS:

RELATIONSHIP MANAGER

ACCOUNT STRATEGIST

PRODUCTION LEAD

CREATIVE LEAD

TECH LEAD

DESCRIPTION:

The development approach is the plan and estimated cost to design and implement the agreed upon features. It's the result of many internal discussions in which content, features, technical requirements, and user experience architecture were outlined and estimated.

The development approach often recommends ways to fit the project goals into the original scope, time, and budget by presenting a phased approach or feature reduction. It helps clients make project decisions.

It takes a lot of back and forth to finalize the development approach. Once it's done, it becomes the contract for the rest of the project.

SPECIAL CONSIDERATIONS:

• Estimating is hard and takes practice. Use the development approach to track and analyze estimated versus actual costs.

• Consider having multiple team members present the development approach to the client tag team style. For instance, the tech lead should talk about platform options and features from the RD, the project manager should talk about dependencies, assumptions, timeline, etc.

LOCATION IN THE PROCESS:

The Agreement

CLOCKWORK ACTIVE MEDIA SYSTEMS