



Support Materials aka The Safety Net

Support materials are the assorted reference materials created to successfully pass ownership of the end product to the client.

OWNER:



PROJECT MANAGER

CONTRIBUTORS:



CONTENT STRATEGIST



TECH LEAD



CREATIVE LEAD



DESIGNER



FRONT-END DEVELOPER



ACCOUNT STRATEGIST



RELATIONSHIP MANAGER

DESCRIPTION:

Training or reference materials help clients become familiar with and effectively use the end product. They enable clients to be active and independent owners of their website or application.

Materials will vary for each project but common ones are training and product manuals, support information, and content and style guides. The goal is to give the people operating the product the tools they need to feel comfortable and empowered.

SPECIAL CONSIDERATIONS:

- While training the client, listen for repeated questions or details that appear more difficult to grasp, and include helpful information about those details in the support materials.
- Ask the client what information they would like to have easily available, and provide it.

LOCATION IN THE PROCESS:

