

## DIGITAL ROLLOUT PROCESS CHECKLIST

PLAN AND DEFINE	
<b>INITIATING</b> <ol style="list-style-type: none"><li>1. Gap Analysis</li><li>2. Workshop</li><li>3. Stakeholder List</li><li>4. Business Requirements Document</li><li>5. Preliminary Budget Estimate</li><li>6. Statement of Work (<b>Tollgate</b>)</li></ol>	<b>PLANNING</b> <ol style="list-style-type: none"><li>7. Plan and Define Schedule</li><li>8. Communication Planning</li><li>9. Sitemap</li><li>10. Technical Solution Strategy</li><li>11. Wireframes and Functional Specifications</li><li>12. Styleguide</li><li>13. Analytics Analysis</li><li>14. SEO Analysis</li><li>15. Infrastructure Assessment</li><li>16. IT BOM</li><li>17. Development and Change Management</li><li>18. Test Strategy and Cases</li><li>19. Package Identification</li><li>20. Construct to Close Schedule</li></ol>
CONSTRUCT TO CLOSE	
<ol style="list-style-type: none"><li>21. Create Content Tracker</li><li>22. Asset Quality Review</li><li>23. Content Entry</li><li>24. Quality Assurance</li><li>25. System Integration Testing (SIT)</li><li>26. User Acceptance Testing (UAT)</li><li>27. Non-Functional Testing (Performance, Security, Disaster Recovery, Failover)</li><li>28. 301 Redirects</li><li>29. Cutover Management</li><li>30. Transition to Operations</li></ol>	