

Build Easy Development Guide

October 2023

Roles & Responsibilities

OESP&P Support: Roles & Responsibilities

Your OESP will:

- Organise ideation session
- Post kick off meeting submit finalised project brief to BE team for approval
- Help you plan user journeys
- Share best practice
- Report back on performance

Your Production Manager will:

- Attend ideation session
- Onboarding and Co-ordinating Agency Training
- Manage the tactical delivery of the project with Agency & BE Team
- Schedule check in calls with Agency & BE team
- Partner with IT in prep for Go Live

Process Overview

(For brand team)

BE Development Timeline

Step 1: PRE-WORK

BRAND R&R:

- Attend ideation meeting and share site objectives
- Content audit and development
- User journey
- Agency recruitment
- Familiarise yourself with BE templates
- Detailed project brief

Step 2: KICK OFF

BRAND R&R:

- Brief OESP&P on site requirements and share project brief including site map
- Attend kick off call with BE team
- Agree RACI and timelines
- Plan traffic drivers

Step 3: BUILD & TEST

BRAND R&R:

- Attend check in calls with agency and BE as necessary
- Ensure MLR team are briefed and timelines agreed
- UAT and content approval as per project timelines
- Go Live approval
- Activate traffic drivers

