Agency Project Flow

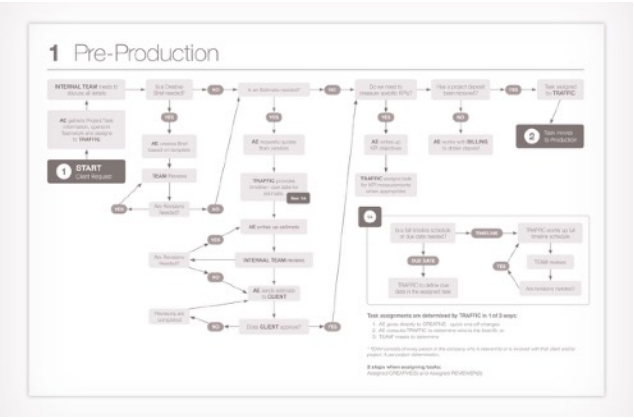
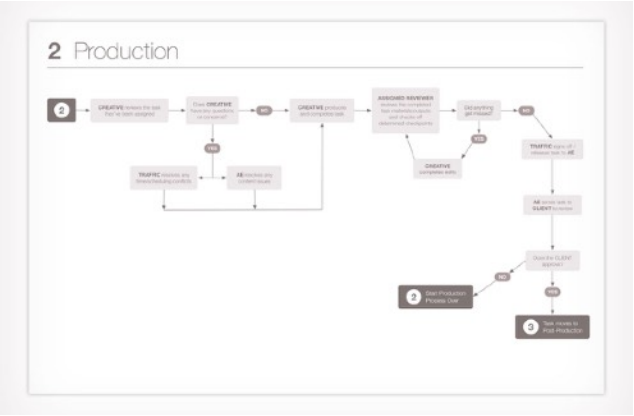
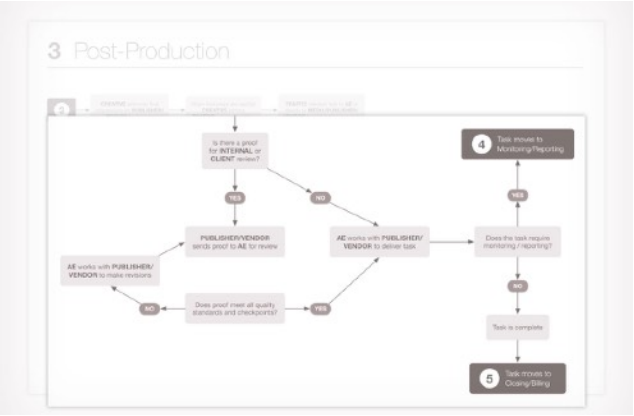
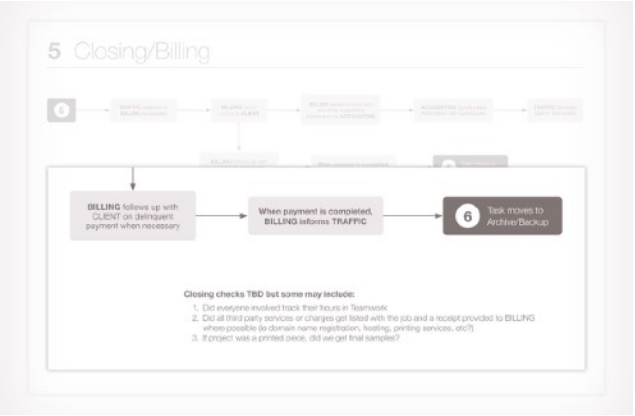
THE CHALLENGE

Develop a standard process and set of steps that a project would take as it made its way through the agency from conception to completion.

THE SOLUTION

I developed this agency project flow by breaking down a very complex process into 6 main stages. I then outlined each of those stages anticipating what may or may not happen within each stage.

THE PROCESS

As the company began to grow, their needs changed and thus too did my role. I started as a graphic designer, moved into web development and as a segue between development and onboarding specialist I was thrust into the position of traffic manager. The company was growing very quickly and needed a set of standards for everyone to follow when it came to the life cycle of a project.

Using my previous experience of design, development and, most importantly, client relations, I put together this agency project flow document. At the time, the majority of our projects were print related but ultimately the project flow was able to be applied to a website development project as well. Starting with the 6 major steps of the life of a project I broke each one down into its subsequent steps thinking through any possible scenarios that may or may not come into play. Each step or checkpoint had the person responsible noted and the entire document was to be used by a dedicated traffic department to ensure a project met all requirements and were completed efficiently.