

## **“Boston Logic Site Accelerator Framework”**

Boston Logic’s thorough and proven Site Accelerator Framework ensures that the Boston Logic Software (“Software”) implementation happens on time and on specification. Throughout the framework, Boston Logic’s expert Professional Services team will act as an extension of Customer’s team to ensure a smooth implementation and long-term success using the Boston Logic Software.

Using the Site Accelerator Framework as a roadmap, the Boston Logic Professional Services team will assist with the configuration and implementation of key areas of the Software, collaborating closely with Customer throughout the process to constantly share the project’s progress, future dependencies, potential areas of risk, and look for Customer’s feedback and direction at each milestone as a guide for achieving the project’s business objectives.

Boston Logic’s Site Accelerator Framework includes the following phases found to be critical to the project success:

### **Kickoff**

During the project Kickoff phase, Boston Logic meets with Customer to review our Site Accelerator Framework and project roadmap. This is conducted between the Customer’s project team members as outlined in Section 4 of the project’s SOW with the following objectives :

- Introduce the project team members and their roles and responsibilities
- Baseline the project background, scope, and detail specific tasks and deliverables
- Confirm what success looks like for Customer and Boston Logic
- Review the project roadmap including each of the project phases, key milestones, and Deliverables
- Review the Deliverable acceptance procedure and establish a communication plan
- Discuss Risks, Assumptions, Issues, and Dependencies (“RAID”) and how these will be addressed using change management

### **Site Architecture**

The website map (i.e. the site’s navigation structure) indicates what links to where, which pages are connected, and how the website visitor moves from one part of the website to the other. During this phase of the project, Customer and Boston Logic will work together to create a new website map with the end goal of creating a user experience that is logical and consistent with Customer’s stated goals and brand identity and will provide best practice recommendations.

When reviewing the final website architecture it is important for Customer to consider whether the navigation is complete, all content pages are accounted for, and the relationship between pages is correct.

### ***Phase Output: Final Sitemap***

## **Design**

The Design phase focuses on the website's aesthetic look and feel. The design process will follow the package description as noted in the SOW. Boston Logic follows an iterative design process beginning with the homepage design and moving into the internal pages thereafter.

During the initial homepage review, we will focus on how we believe the user will react to the design, whether the design meets the project business objectives and branding requirements including typography, and whether the layout reflects the desired interface. Additionally, we will present layouts for interior pages, agent themes, and mobile view page layouts adopting the global approved elements including navigation styles, text and image treatment, placement of Calls to action ("CTAs"), icons, and hover states will be reviewed.

If Customer has chosen the Boston Logic Premium theme design package, when Customer has accepted the homepage design, Boston Logic will move next to the internal pages. Noting that not all website visitors will access the website content through Customer's homepage, but may be following a link from another website or from a search engine to a specific interior page, the interior pages then need to make a pronounced first impression similar to the homepage. Boston Logic will work with Customer to ensure that the business and design objectives from the homepage propagate through to the internal pages, mobile views and agent themes in order to ensure that the comprehensive website layout is informative and engaging.

## **Website Build**

The Web Build phase is where a design becomes a website. Through front-end development, including HTML, CSS, and Javascript, the Boston Logic Professional Services team will turn Customer's accepted designs into an interactive user experience. This is the phase where higher level functionality gets added to the site including the configuration of the features and functionality of the Software and/or integrations that are supported within the Documentation.

### ***Phase Output: Beta Website***

## **Final Testing and Launch**

The Final Testing and Launch phase is a rigorous set of quality assurance steps where the Professional Services team at Boston Logic tests different aspects of Customer's website and implementation to ensure maximum effectiveness and usability across the web browsers and devices as outlined in the Documentation.

### ***Phase Output: Launch and Rollout***

## **Knowledge Transfer and Post Launch**

Boston Logic believes that training in the form of a direct knowledge transfer regarding Customer's website structure and functionality using the Software is essential to a successful project implementation. Throughout the Final Testing and Launch process, Boston Logic will also provide hands-on knowledge transfer and support to ensure that Customer fully understands how to operate and maintain the Software. Therefore, in order to get the most value from the Software and ensure agent adoption, it is important that members of Customer's staff be fully versed in its use. To this end, the Customer will appoint a Customer System Administrator(s) who will be fully trained on the Software's use, implementation, and administration in order to meet the project objectives and unlock the Software value.

Additionally, after the Software has been deployed, Boston Logic still be here to help answer Customer's questions, provide ongoing technical support, and plan for your future needs. . Visit <http://help.bostonlogic.com> to access our knowledge base and for a list of our daily webinars. The Boston Logic support team is available via [help@bostonlogic.com](mailto:help@bostonlogic.com) or via phone at 617.266. 9166 Mon-Fri 8AM-8PM EST.