

Atrium is interested in developing a digital technology strategy, including the design and implementation of an e-commerce presence.

This diagram shows the overall architecture of the Zeost Interactive Process*, as it would apply to the Atrium eCommerce interactive assignment.

This process has two structures or, if you prefer, two dimensions:

- > The horizontal axis represents time and shows the lifecycle aspects of the process as it unfolds.
- > The vertical axis represents core process workflows, which group activities logically by nature

ATRIUM PHASES

Project Definition

- Atrium adds project to release calendar based on signed Work Agreement
- Alignment Meeting with Atrium and Zeost to ensure high-level feasibility

- Atrium aligns with eCommerce Integration
- Atrium and Zeost develop strategy to gather content

- Zeost gathers content
- Alignment Meeting with Zeost and Atrium to begin Design
- Zeost begins creating high-level technology project plan

Atrium contacts Zeost.

ZEOST PHASES

CORE ZEOST WORKFLOWS

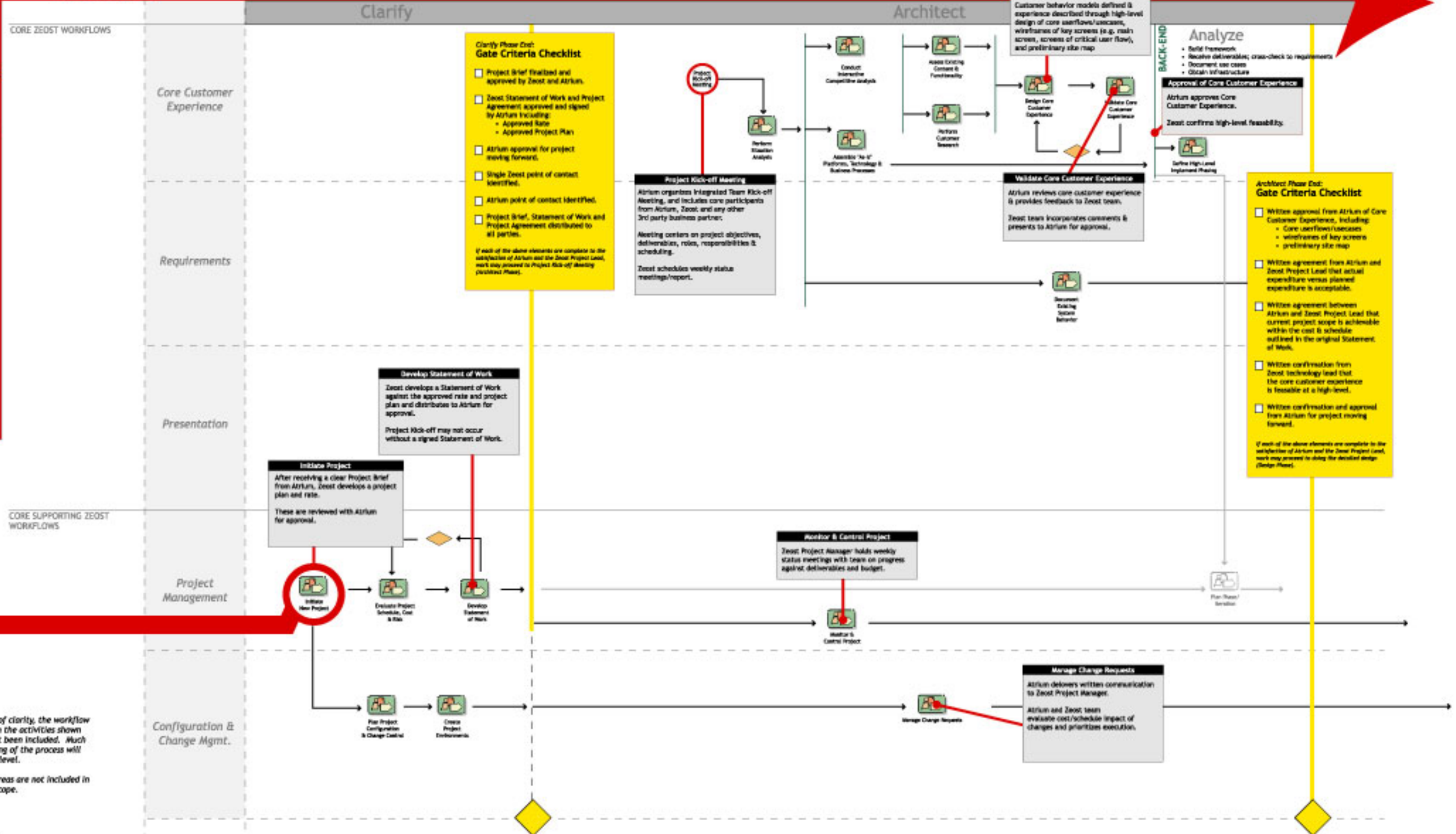
With support from cross-functional Zeost resources, Atrium drafts a Project Brief (Zeost template) outlining the drivers, goals, cost/time constraints & other key considerations.

Zeost drafts Project Agreement.

Atrium organizes integrated Team Alignment Briefing (including Zeost and other important participants); reviews drafts of Project Brief and Project Agreement.

Atrium & Zeost approve completion of Project Brief and draft of Project Agreement.

Zeost initiates project.



Clarify Phase End: Gate Criteria Checklist

- Project Brief finalized and approved by Zeost and Atrium.
- Zeost Statement of Work and Project Agreement approved and signed by Atrium including:
 - Approved Rate
 - Approved Project Plan
- Atrium approval for project moving forward.
- Single Zeost point of contact identified.
- Atrium point of contact identified.
- Project Brief, Statement of Work and Project Agreement distributed to all parties.

If each of the above elements are complete to the satisfaction of Atrium and the Zeost Project Lead, work may proceed to Project Kick-off Meeting (Initiate Phase).

Architect Phase End: Gate Criteria Checklist

- Written approval from Atrium of Core Customer Experiences, including:
 - Core userflows/usecases
 - wireframes of key screens
 - preliminary site map
- Written agreement from Atrium and Zeost Project Lead that actual expenditure versus planned expenditure is acceptable.
- Written agreement between Atrium and Zeost Project Lead that current project scope is achievable within the cost & schedule outlined in the original Statement of Work.
- Written confirmation from Zeost Technology Lead that the core customer experience is feasible at a high-level.
- Written confirmation and approval from Atrium for project moving forward.

If each of the above elements are complete to the satisfaction of Atrium and the Zeost Project Lead, work may proceed to doing the detailed design (Design Phase).

KEY FOR INTEGRATED WORKFLOW

- Workflow Detail
- Decision
- Start of Milestone

For the sake of clarity, the workflow details within the activities shown here have not been included. Much of the tailoring of the process will occur at this level.

Grayed out areas are not included in the project scope.

* Based on the Rational Unified Process

ATRIUM PHASES

• Alignment meeting with Zeost and Atrium to review design

• Alignment meeting with Zeost and Atrium to draw strategy to manage content and updates

• Atrium approves final design

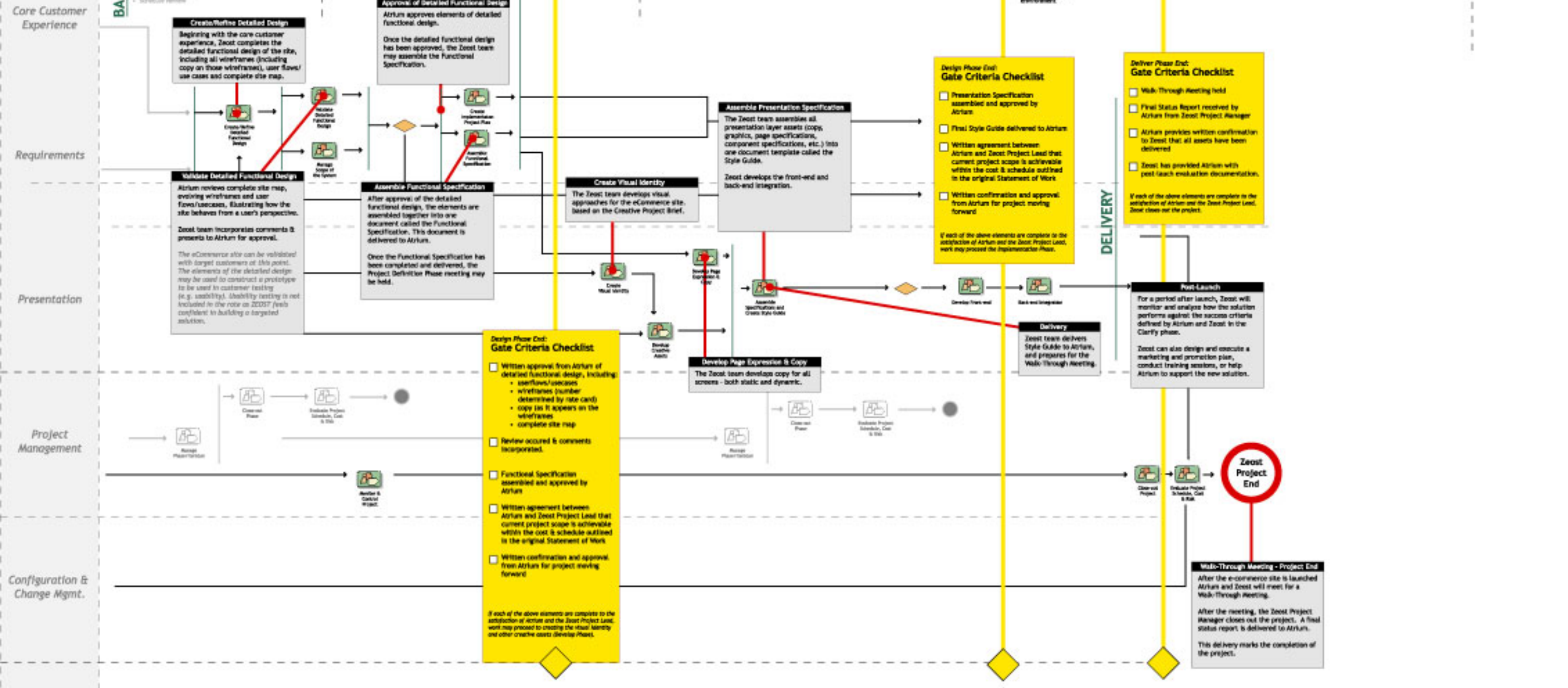
• Walk-Through meeting meeting with Zeost and Atrium to review deliverables

• Atrium signs-off the completion of the project

ZEOST PHASES

Design Develop Implement Assess & Extend

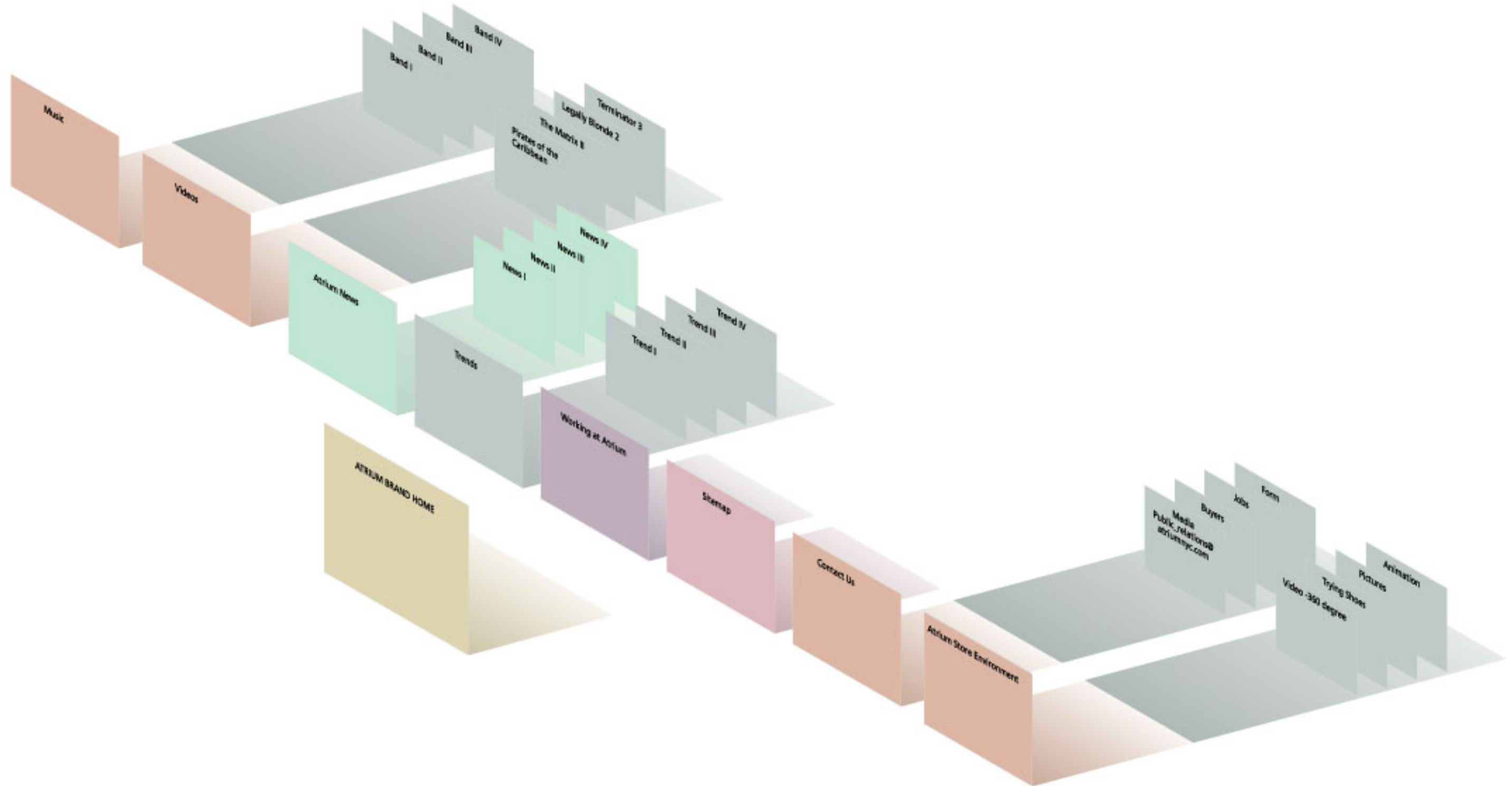
BACK-END Analyze Design Build Test **LAUNCH**



Atrium brand site information structure - Option 2.2

Zeost Inc

- Core Custom Experience
- Requirements
- Presentation
- Project Management
- Configuration Change Mgmt



Atrium information structure - Option 3.1

Zeost Inc



Atrium information structure - Option 3.2

Zeost Inc

