

Procedural (Waterfall/Critical Path)

Known/Knowable

⚠ Risks:

- Over-thinking
- Missing Window
- Wrong Assumptions

Iterative

Unknownable

⚠ Risks:

- Skipping Steps
- Poor Quality
- Prototyping forever

Applying
Graphic Design
to multiple
sites/pages

Branding

CMS with features
A, B & C

**Less is More
Threshold**

Single Sign-on



Technology
you've done
more than 3
times

eCommerce

Tweaks and/or features for an existing system

New, never
before done
technology &
business model

LMS
development
(assumes
program will
likely evolve)

LMS feature
specification