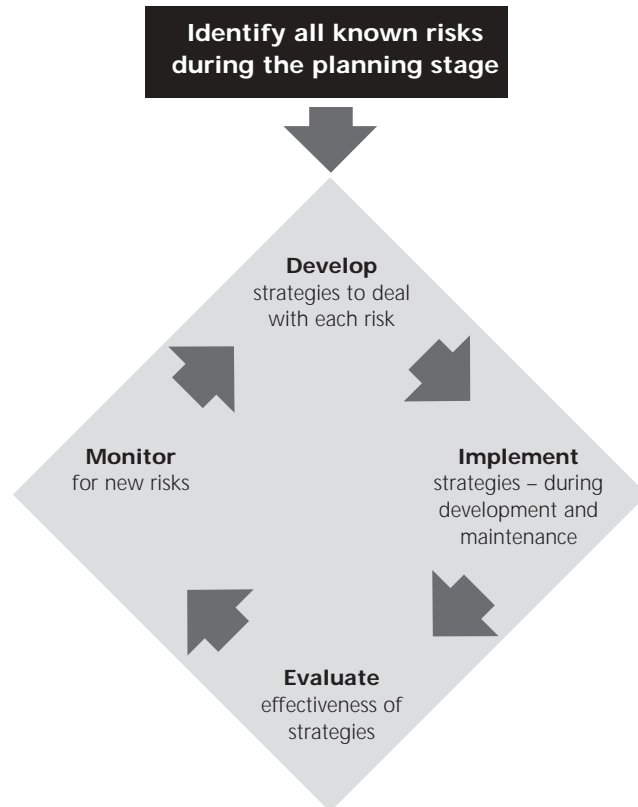


In every website life cycle there is an element of risk.

Managing risk

Risk management is the art of identifying risks, prioritising them and then minimising their occurrence and impact on the life cycle. Effective risk management requires a methodical approach which can be illustrated in the following manner.



Identifying risks – A checklist

In every website life cycle there is an element of risk. The risks are wide-ranging and vary in their complexity and the ease with which they can be minimised or eliminated.

Look at the risks listed below and identify which ones may be a threat in the life cycle of your website:

- insufficient resources have been allocated to the life cycle – money, people, time, equipment
- the vision for the site's content and functionality is too ambitious and cannot be fulfilled
- the site is too difficult to use, too slow and/or unappealing
- content is regularly out of date and/or inaccurate
- content proves too expensive to create or provide on the site
- important members of the development team (in-house and sub-contractors) leave at crucial times in the life cycle
- sub-contractors fail to produce the expected deliverables, they are not easy to work with or their company collapses
- the site in some way infringes the intellectual property rights of others or inadvertently breaks a law or regulation
- the technical solution becomes obsolete faster than expected
- users do not visit the site in the numbers expected
- the organisation as a whole fails to embrace and support the online presence
- the site is too unwieldy or expensive to maintain