

## Key Stages of WIC Online Shopping

The implementation of WIC online shopping projects can be broken into four key stages: **Plan and Prepare, Design and Build, Implement, and Maintain**. Steps within stages may be iterative and occur in one or more stages.



### 1 Plan and Prepare

- Determine the scope and scale of the project.
- Assemble a WIC online shopping implementation team.
- Consider federal regulations.
- Explore Management Information Systems (MIS) implications.
- Establish budgets and execute partner contracts.
- Establish a workplan and timeline.
- Establish team communication and collaboration.



### 3 Implement

- Go live with WIC online shopping.
- Monitor and assess.



### 4 Maintain

- Track and measure data and outcomes affiliated with the WIC online shopping projects.



### 2 Design and Build

- Coordinate the design and build process for WIC online shopping systems.
- Specify necessary functionality of build.
- Ensure system security and confidentiality.
- Optimize the user experience.
- Develop a process for order fulfillment and provision.
- Develop a training plan.
- Conduct internal and external testing.
- Plan for marketing and education.