

Our **design methodology** and **project implementation process** defined

01 Plan

Research
Discovery
Audience
Analyze



The Planning Phase

Determine your goals for the project, business and marketing objectives, target audience and define a success strategy. Using the information collected in Phase One, we will put together a design plan for your project including a site map and time-line for deployment.



Key Players:
Stakeholders/Customer,
Project Manager,
Creative Team

Research & Collect Data



02 Design

Branding
Perception
Wireframes
Design Concepts



The Concept Phase

Discuss identity and branding assets such as logos and trademarks. Define how you would like your company to be perceived. Develop layout variations for design consistency. Determine the look and feel of the website, while exchanging ideas until a final design is approved.



Key Players: Project
Manager, Creative
Team, Development
Team

Information Architecture and
Interactive Design



03 Develop

Design Handover
Content
Technology
Integration



The Development Phase

At this stage, the site itself is created from the graphic design concepts. Other elements such as navigational structure, content management, forms and databases are implemented and made functional. Any third party software required is integrated into the site.



Key Players: Project
Manager, Program
Managers, Development
Team

Development Monitoring and
Visual Design



04 Deploy

Usability Testing
Verification
Design Quality Check
Approval



The Deployment Phase

At this point, we will attend to the final details of the site. Testing of code, forms, scripts and functionality is performed. Design conformity to the W3C specification and protocol is accomplished. Address any usability issues and cross browser compatibility. This marks the official launch of your site.



Key Players: Project
Manager, Development
Team, Customer,
Stakeholders

Usability Testing and Deployment
Launch of New Site

