

WEBSITE DESIGN PROCESS

DEFINE

Work Start

This preliminary phase of the project involves creating the necessary infrastructure of all teams involved within the project.

- Establish stakeholder team
- Assemble and brief core team
- Perform market research
- Prepare meeting agenda

- Stakeholder kickoff meeting

- Asset inventory

- Project brief
- Administrative setup
- Initial forecasting

Administrative Setup

An administrative checklist which serves as the launching pad for the design phase. Based on earlier planning, we can detail the entire project.

- Finalize budget, scope of work and timeline
- Finalize core and extended team personnel
- Assign team roles + responsibilities
- Asset gathering + discovery

- Stakeholder signoff

- SOW
- Final forecast
- Project timeline
- Creative strategy + brief

DEVELOP

Pre-Production

Development pre-production creates the production brief which is coupled with the IA documentation and visual design in order to begin programming.

- Evaluate and arrange programming and backend needs, server configuration and administration

- Design + production brief

Production

This phase encompasses the entire programming process of creating a functional site built on the knowledge gathered from the previous phases.

- Perform front-end and back-end development necessary to make the site a fully functioning user experience.

- Creation of HTML, CSS, Javascript assets
- Backend programming, scripting, CMS and database creation

DESIGN

IA + UX

This phase will involve the organization and visual presentation of the site along with outlining the functionality, and navigation of the site structure.

- Feature and content audit, concepting and prioritization
- Creation of IA documentation

- Stakeholder revisions + signoff

- Initial site comps - flats of home page, select interior pages and functionalities as needed
- Code overview

Visual Concept

Visual concepting involves the creation of initial design directions based off of the IA + UX phase that will be presented to the website stakeholders for approval.

- Create 2 initial directions for client presentation (flats or digitals)

- Stakeholder revisions + signoff

- Final site design flats or digitals of necessary pages, templates, features and functionality (as determined by previous deliverables)

DEPLOY

QA

This phase encompasses the entire quality assurance and usability testing process for the website.

- Debugging
- Check site content for misspellings, content accuracy
- Check all internal and external links
- Cross-browser testing

- Error-checking
- Sitewide Content Analysis
- Sitewide link analysis
- Cross-browser testing

Site Launch

After completion and execution phase, launch is coordinated both offline and online, final files are released.

- Site live for web audience to view

- Internal + Stakeholder post-launch review

- Deliver final takeaway to stakeholders (administrative information, project documentation, final IA, etc.)

LEGEND

PHASE

Task

Meeting

Client

Deliverable