WEB

WEB DESIGN & DEVELOPMENT
PROCESS

PLANNING   **DESIGNING**   **DEVELOPMENT**   **TESTING**   **DELIVERY**

1 → 2 → 3 → 4 → 5

1. PLANNING:

- Registration of your domain name is completed to ensure that valuable online real estate is not lost to competitors.
- Briefing of online project proposal detailing what the purpose of your website is in the business.
- Determining if your website is an online channel to market your brand, products and services, or an online transaction tool, or maybe both.
- Construction of sitemap diagram illustrating how viewers can access and navigate throughout your user-friendly website.
- Sitemap diagram must reflect the purpose of your website and direct your users to a goal, i.e. purchase product, or submit an enquiry.
- Ensuring all important information is accessible by your viewers within '3 mouse clicks' from the home page of the website.
- Additional downloadable media can be located outside of the '3 mouse clicks' area.

2. DESIGNING:

- Design of 2x graphic user interface ('GUI') concepts displaying the layout of the website.
- First option will have the navigation buttons listed down the left hand column of the page.
- Second option will have the navigation buttons organised across the top of the page.
- You are entitled to make 1x change to the selected GUI concept.

3. DEVELOPMENT:

- Development of the approved GUI concept into html code for online presentation.
- Functionality of the website will be introduced, so you can see how the viewer will navigate and use the approved GUI.
- You are entitled to make 1x change to the html version of the approved GUI concept.
- Specific page content will be added to the final approved GUI to create the rest of the website.

4. TESTING:

- Setup of your email and website hosting account that is required for your website to be built upon and your emails to be sent and received through.
- Testing of the functional website can begin in an online "test" environment, so you can see how the website will work on the internet.
- You are entitled to 3x changes during this "test" phase to clean up any remaining issues before the website's official online launch.

5. DELIVERY:

- Delivery of the website is completed once the test version of the website has been approved and the client feedback form has been received.