



Web Design Process



Step 1

Roadmapping Session

Before starting on any journey, it's wise to plan ahead. We offer our Roadmapping service as a way to help you understand where you're going, how long it will take, how much fuel (budget) you should expect to use, and what risks face us along the way.

To start the Roadmapping process we'll have a 1 - 2 hour online meeting where we'll go through three phases of the project.

1. DISCOVERY

You: We'll go into more detail about you, your company, your customers, and your business model.

Your Goals: We'll work with you to define the goals you want to achieve with your website and establish how to accomplish them with different aspects of the site's functionality and branding identity.

Specific Measurable Results: We'll dive into the project in more detail, and establish exactly what will define success in terms of reaching your goals. The more we learn about your business, its problems, and the goals that you have, the better we'll be at being able to help you define a Roadmap to reaching those goals.

2. PRIORITIES AND RISK ASSESSMENT

We'll determine an appropriate budget and timeline, define and address any risks and develop strategies to ensure successful outcomes (i.e.: seamless online payment system, proper hosting and infrastructure, effective social media and SEO procedures).

3. PLANNING

We'll discuss what will be done during the initial phase, whether it be developing a stronger brand or jumping right into user interface design, and what might be done in additional phases. We'll put together a start-to-finish roadmap to get your website launched and achieving your business goals.

Prior to the meeting we'll send you an outline of the meeting agenda and process.



Step 2

Research and Definition

After the meeting our team will spend a few days doing additional research into your project including spending the time to investigate any of the risks that we identified during our time together. We will then put together the specifics of what the process will be to build your particular site, including nailing down your navigation and planning the tailoring of general content and functions to adapt to multiple devices.



Step 3

Delivery of Roadmapping Report

We'll produce a Deliverable Report that details exactly what was discussed during our session together, that includes wireframes, page descriptions, deliverable assets upon launch and programming and technology requirements. The report will also include a specific cost breakdown for building your site as outlined, with optional add-ons and their specific costs so that you can tailor the work to your budget.

We'll email you a copy of your personalized report, and schedule a follow-up to discuss any questions and your immediate next steps.

The cost for the Roadmapping process is credited back toward the cost of your website in the design and development phase. The Roadmapping process takes about 2 weeks to complete.



Next Steps:

1. Signing of Contract and payment
2. Scheduling of Roadmapping Meeting

After the Roadmapping phase the next steps may include, based on need:

(Roadmapping	2 weeks)
Branding & Style Guide.....	2 weeks
Initial Home page & User Interface Design	2 weeks
<i>(Including multiple revisions)</i>	
Inner Page Build-outs	2 weeks
Development and Infrastructure installation	2 weeks
Testing & Launch	1 week

Total time estimation from start to launch..... 11 weeks

Ongoing support options:

- Technical maintenance and updates
- Custom monthly landing pages/social media ads
- Upgraded SEO