



## Our Process

We will help you create a well-designed website that is elegant, distinctive, functional, and a pleasure to visit. To help us ensure that each project is successful we follow a standard process. Within this framework we customize our process to meet your specific needs.

### Initial Project Analysis and Estimation

Before starting any project we take you through a set of questions which give us a fairly clear idea of what you want and the scope of your project. From this information we develop estimates for the project cost and project timeline.

Once you approve our estimates, we proceed through the following steps.

### Analysis & Strategy

First, we evaluate your current website and analyze your end users. Then, we offer detailed recommendations on how to successfully achieve your organization's needs and development goals. Typical tasks in this phase are:

- Audience analysis - target audience identification and profiling
- Content audit
- Strategic objectives and planning

### Information Architecture

Based on our analysis and strategy, we develop an information structure that is clear, logical, and easy to use. Typical tasks in this phase are:

- Content organization and structure
- Site navigation
- Usability testing

### Graphic Design

Our goal is to design a beautiful, clean and elegant interface that visually expresses your organization's unique identity. Typical tasks in this phase are:

- Site look and feel
- Home page and sub-page design
- User interface design
- Photo selection and preparation
- Site style guide development

### Content Development

Believe it or not, this is what holds up projects the most. Content is the key to an effective user experience. We can collaborate with you, if necessary, to translate and update your existing content and, write new content to meet your users' needs. Typical tasks in this phase are:

- Content customization for the web
- Content research
- Original content writing
- Text editing

### **Website Construction**

We use industry standard Adobe Dreamweaver to build and update your website. Typical tasks in this phase are:

- Web page coding with Dreamweaver
- Browser compatibility testing
- Quality assurance

### **Web-based Applications Development**

When needed, we can build custom web applications that collect and publish your structured content efficiently. We do the requirements analysis, programming, testing and implementation of these applications. Examples of custom content publishing web applications we've implemented include:

- Program catalog and registration
- Membership and donations module
- News database
- Auction module
- Interactive maps
- Blogs
- Web forms of all kinds

### **Project Management**

We make sure your project is completed on time and on budget. To do so, we manage the development team comprised of your staff and ours to ensure the hundreds of tasks required are efficiently completed. Typical tasks in this phase are:

- Project planning
- Detailed task management
- Scheduling
- Budget management

### **Maintenance & Training**

A new site without proper maintenance can quickly become an incoherent clutter of web pages. We help you minimize ongoing maintenance costs by training your team to add, update, and revise your new site using our custom content management system or Adobe Contribute software. Typical tasks in this phase are:

- CMS or Adobe Contribute training
- Web application admin training
- Maintenance planning and training