

the discovery process

- 1 **strategy consultation**
meetings to understand the target audience/demographics, goals, market position, assets and time/resources
- 2 **creative consultation**
meetings to understand the tone look, feel and style guidelines for the new site
- 3 **base interviews***
polling employees, customers and partners about the organization and gathering feedback to establish a base
- 3 ***competitive analysis**
research competitors online presence, effective strategies and overall market trends/hotspots
- 3 **user research***
understanding the target users expectations, abilities, resources and goals
- 4 ***strategy brief**
summarizing the information gathered in the discovery process and decisions made

user experience

- 6 **site map**
a visual, textual hierarchy of the website landing pages
- 6 ***use cases**
user scenarios and information layouts identifying POV, needs and access
- 7 **wireframes**
visual representations of content layers, positions and actions
- 8 ***page flows**
visual representation of wireframes illustrating click paths through the site
- 15 **prototyping**
template coding and modeling the basic website structure and functionality
- 17 ***usability tests**
validating our presumptions used in discovery and design

visual process

- 9 **concepting**
drafting initial art direction and ideas
- 10 **sketching**
design layouts and potential directions, setting seo strategy into design
- 12 **look & feel**
creating, adding visual elements, colors, texture and style
- 13 **revisions**
modifications to fine tune the main designs
- 14 **page types**
developing the multiple page templates, interior and forms
- 16 ***flash**
adding motion, interaction to design elements

development process

- 11 **tech review**
technical analysis and strategy review with internal and/or external programmers
- 18 ***programming**
coding of the visual design bringing elements to life and utilizing advanced seo techniques
- 19 **content management***
wrap templates within a custom or off-the-shelf CMS for easy updates
- 20 **testing**
browser compatibility, site functionality and user testing
- 21 **revisions**
modifications to templates, programming based on testing results
- 22 **site launch**
going live with the website and opening to target audience with announcements, PR

marketing process

- 5 **social networking***
capture brandable assets on social networks, configure and start capturing pre-launch buzz with fans
- 5 ***lead generation**
email capture through pre-launch site and tell-a-friend tools
- 23 **email marketing**
reaching out to contacts to drive traffic to site, including
- 23 ***online marketing**
promote the site using interactive online advertising
- 24 **print**
compliment the website with quality printed collateral for mail distribution or trade shows

*optional