



## The Planning Phase

We determine your goals for the project, business and marketing objectives, target audience, and determine a success strategy. Using the information collected in Phase One, we then put together a design plan for your project including a site map and time-line for deployment.

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## PLAN

Research  
Discovery  
Audience



## DESIGN

Branding  
Perception  
Wireframes  
Design Concepts



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## The Concept Phase

We discuss identity and branding assets such as logos and trademarks. We determine how you would like your company to be perceived, and develop layout variations for design consistency. We determine the look and feel of the website, continuously exchanging ideas until a final design is approved.

## The Development Phase

At this stage, the website itself is created from the graphic design concepts. Other elements such as navigational structure, content management, forms and databases are implemented and made functional. Any third party software required is integrated into the site.

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## DEVELOP

Design Handover  
Content  
Technology  
Integration



## DEPLOY

Usability Testing  
Verification  
Design Quality  
Check  
Approval



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## The Deployment Phase

At this point, we attend to the final details of the site. Testing of code, forms, scripts and functionality is performed. Design conformity to the W3C specification and protocol is accomplished. We address any usability issues and cross browser compatibility. We have now reached the official launch of your site.

