Website design & development process
Key stages of the process

1. Competitor and audience analysis
2. Wireframe and prototype (UX)
3. Specifications
4. Design templates
5. User Interfaces (front-end)
6. CMS deployment (back-end)
7. User testing
8. Training
9. Support, development and maintenance
Profound analysis: why is it crucial?

In project discovery phase we gather client’s requirements and set up clear objectives. While capturing information we recommend suitable solutions and define project success criteria.

How do we communicate?

- Skype, video conferences, phone
- E-mail, Instant Messaging
- Face-to-face meetings

Benefits:

- Clarity of objectives and performance
- Client kept well informed
Wireframe and prototype (UX)

Wireframes illustrate the placement and prioritisation of content and functionality. We annotate wireframes to describe the user’s experience.

The outcome:
- Functional prototype of the website demonstrating key functionalities

Benefits:
- Obtaining feedback at an early stage in a project
- Testing and refining ideas without the enormous effort
- Smooth progression to a design phase
Specifications

The layers of documentation describe a functional, content and technical specification which details the modules to be used in the creation of the site.

Benefits:
- Concise and complete source of the project development details
- Clear visibility and confidence in developed product
- Full project transparency (charges and phases clearly stated)
Design templates

At this phase we’ll produce a high-quality visual treatment of the interface from look and feel. We believe in “less is more” design principle and emphasize simplicity, aestheticism and usability.

Benefits:

- Modern, unique layout distinct you from others
- Effective navigation and customization help to meet the desired need of your audience
- User-Centered Design improves the customer experience
User Interfaces (front-end)

During this phase we will be responsible for the client-side development ensuring the project adheres to W3C standards and best practices.

Benefits:
- Cross browsers and platform compatibility
- Faster page loads
- Clean markup = better search engine ranking
- Content accessible to a wider range of users, including those with disabilities (WAI)
- Latest front-end trends (HTML5/CSS3) help to stand out from the crowd

HTML5
CSS3
JavaScript
Responsive Web Design
CMS deployment (back-end)

For database driven websites and applications we recommend open-source solutions such as Drupal or Django.

Benefits:
- No vendor lock-in
- No license fees
- High flexibility and broad functionality
- Safety and reliability
- Trust from the world’s biggest brands (Sony, Intel, BBC...)
- Active community support
User testing, training and support

Quality of work is supervised by QA (Quality Assurance) team performing series of tests. CMS training course and ongoing technical support may be provided.

Benefits:

- Multi-disciplined team brings experience and quality product
- In-house testing processes reassure software compatibility and stability
- Post-project issues are dealt with effectively
- Ongoing website support at good rates

Trusted partners provide complimentary services:

- Hosting
- Internet marketing
- Print
- Video/Motion
- Social Media
- Brand monitoring
Our approach to project management

Over time, we have developed a proven process for managing projects that provide efficient planning, design, development, programming and deployment.

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<th>Tools and methodology:</th>
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<tr>
<td>Project management</td>
<td>Basecamp Axure RP</td>
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<tr>
<td>Quality Control</td>
<td>Redmine Selenium IDE Xenu Sleuth</td>
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<td>Deployment</td>
<td>GIT/SVN/Mercurial Firebug</td>
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<td>Agile (Scrum)/Waterfall Daily meetings</td>
<td>Black-box Visual inspection User Acceptance Testing (UAT)</td>
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<td>Version control system W3C markup validation WAI</td>
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Cross-browser: ![Icons]

Mobile: ![Icons]

Operating systems: ![Icons]
Our approach to UX design process

**Discovery**
- Problem identifying.
- User Analysis.
- Personas.
- Use Cases.
- Benchmarking and best practices.

**Wireframe**
- Pen and paper sketches.
- Lo-fi prototyping.

**Prototype**
- HTML prototype (Axure RP).
- Site maps.
- Information Architecture (IA).
- Interaction flow.

**Validate and test**
- Usability audit.
- Customer meeting.
- Feedback and verification.

**Summarize and sign off**
- Implementation and improvements.

Iterate
Contact:

We understand that you may still have questions. Get in touch with one of our Project Managers to discuss further.