



Creative & Web Design Process

At the beginning of each project, we focus on understanding our clients' goals to guide us in developing the most original, functional and cost effective solutions. Our approach to any project can be simply illustrated by the following example of Web Site Design and Development Project Lifecycle:

1. Introduction

We work closely with each client to define the primary parameters of the project, to identify the targeted audience and to tailor the solution to a specific industry.

2. Research

We gather all available data from the client, the Internet, libraries, and other sources to become familiar with the company's products, range of services and competition. We also research the potential technological difficulties and limitations.

3. Concept Development

In this phase, we design an abstract model of the site which includes:

- Structure
- Look and Feel
- Content Architecture & Navigation
- Layout
- Functionality

We implement and present the abstract design ideas to the clients for review and feedback.

4. Production

After sign off on the design concept, we initialize full development of the site. Graphic design and implementation of major functional elements such as databases and search engines takes place during this phase.

5. Testing / Quality Assurance

We test the web site on all platforms and common browsers, and if necessary, make minor changes.

6. Launch / Delivery

Lastly, we transfer the web site to the client's server, or host the site ourselves, test it and launch.

7. After Launch

We don't stop here. After the web site is fully functional, we provide complete support to our clients including improvements with the latest technologies and any required updates. Custom service plans are available.