

We are an extension of your team, closely working with you through a structured and selective process. Always listening and always asking *why* in order to establish the essence of your values and objectives. This process allows us to create sites with the perfect balance of form and function.

DISCOVERY PHASE

Research: Gather information
Research your specific ideas and requirements
View existing media and your competitors
Understanding your audience
Consider existing marketing material and make efforts for consistent branding between printed and online media
Collation and editing of supplied content

Planning: Meeting to confirm website requirements, site map and website brief

CREATIVE PHASE

Planning: Determine navigation requirements
Create user scenarios

Create: Develop concepts of key pages
Develop flow and function

Review: Approval of key layouts

Create: Design of all web elements
Create style guide
Maintain visual identity and brand position will be carefully considered and visually depicted

BUILD PHASE

Planning: Platform and interactive functionality requirements

Create: Break down of elements for build and platform requirements
Define design styles, padding, scaling and interactivity
Create and populate pages*
Load content*

Testing: Test flow and functionality
Fix any bugs

Review: Approval of development site
Review of functionality, content flow and interactivity

Create: Review and style, flow and functionality changes

LAUNCH PHASE

Planning: Post-launch sign off meeting
Organise hosting and set-up DNS records

Delivery: Take site live