

Development Methodology



We often use this evolving iterative approach to web development. In this methodology, once the preliminary requirements are clear, the next step is to design the prototype of the website or web application. From then on, it is the continuing evolutions of this prototype until it become the final product, exact to your specifications.

Step 1 | Client Assessment

By meeting and completing our Deployment Guide with you, we define the primary project goals and schedule, identify the target audience, and tailor the design solution to your set of goals.

- Needs assessment meeting
- Understand who will use the Web site (Target Audience)
- Identify comparables
- Understand goals and list in order of importance
- Produce deliverables schedule

Step 2 | Research + Discovery

We gather all available data content from you, such as company profiles, product descriptions, or in-house publications and brochures. Thereafter, we research the Internet and all other relevant information sources to familiarize ourselves with your industry and your competition and your audience.

- Identify the primary and secondary tasks users need to complete
- Consider the processes required to support Web site features and functions
- Develop technical scope and sitemap (site architecture)
- Produce wire frame and possible colour schemes
- Revisit Budget
- Standard Contract and Deposit

Step 3 | Design Concept

During this stage, we begin the process of developing the site's "metaphor," its look and feel, the flow of content throughout the site, the logical organization of the site's information, and its functionality. These concepts are presented to you for your evaluation, revision and approval.

- Prototypes delivered and reviewed
- Web Site Organization finalized
- Colour schemes approved
- Menu arrangement finalized

Step 4 | Development

With your approval of the Design Concept, we develop the site in full using approved graphics, content, navigation, database design, etc.

- Source and review additional graphics and imagery
- Alpha and Beta releases
- Functionality review meeting
- Development web server is setup and configured
- Databases modeled and pre-populated
- Domains are transferred and email accounts are setup

Step 5 | Testing + Launch

We test your web site to ensure it is cross-browser compatible and to evaluate its performance. This is the time when we may modify the site for performance gains. Thereafter, we transfer the web site to a web server for the public's access.

- Web sites are tested at various stages of the development process
- Review and tune Web page content, functionality and graphic consistency
- Usability testing - measure how well the Web page allows a user to accomplish goals
- Programming debugging and any training

Step 6 | Post Production + Promotion

After the web site is fully functional, we provide complete support to our clients, including evaluation, on-site training for content and site management, upgrades with the latest technologies, and any required updates or patches. Our work is guaranteed so any bugs or errors are addressed at no extra cost. Modify/revise the website plan accordingly and make changes, revise goals and begin the next planning and implementation cycles. Develop goals based upon evolving business objectives.

- Determine who is responsible for updates to content
- Limit the ability of certain users to update the Web page
- Web site monitoring, backup and statistical analytics
- Promotion
 - Content and Meta-tag optimization
 - Search engine submissions and registrations
 - Email Broadcasting