

# Development methodology

## 1. Initial Consultation/Needs Assessment

Through communications we will determine exactly what it is that you want to achieve from your website. This involves deciding whether you want your website to act purely as an online brochure, to provide information on upcoming events, or even to sell goods online. Questions are asked such as: do you already have a website?

From this we will be able to determine what kind of web presence will suit you and give you a quote as to how much the development will cost. We will also be able to give you an idea of the best avenues to market your new web site..

## 2. Project Scope Definition

At this point we will develop a structure for your website; some people refer to this as a site map. We determine what your users are likely to want to know about you and in what order a user is likely to navigate this information.

We will also consult with you as to who will develop the content of these pages. Do you want to provide the content yourself? Would you prefer if we were to write it? Perhaps a combination would be the best solution.

We also determine any special features that may be required. Do you need a dynamic, database-driven site so that you are able to update the content yourself? Do you need/want some Flash (a multimedia development program) animation features?

## 3. Layout and Design

At this stage we go away and develop a visual concept prototype. This is a prototype of the way your site will appear online. Based on your feedback we will then modify this prototype before progressing to the development phase. Things like fonts and colors will also be determined at this stage.

## 4. Development

This is when we develop the actual web pages that will appear on your final site, based on the information gained in all the previous steps. As we develop, we post our progress in a protected area on our website so that you are able to see the project take shape.

## 5. Posting and Completion

The website is posted online at your domain and your customers are able to access your site right away!

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