



Collaborative Web Site Design

From our experience, the more involved the client is during the development process, the greater the likelihood that the resulting web site will achieve its objectives. The following process has been designed to involve the client at every stage, from initial planning, through to testing and final deployment. It's a partnership between your knowledge of your business and our knowledge of how the web works.

We have not included any timescales here, as this is dependant upon the scale of the project. However, a typical web site will take between four to six weeks to complete.

1. Planning

This is the most crucial phase where we will be looking to understand your business needs and begin discussing how best to fulfil them. The following tasks are completed: determining your requirements and objectives; obtaining the necessary information (words, images, etc) from you; site structure and navigation design.

2. Prototype

Once we have agreed the specification at the planning stage we will then create the initial 2-3 designs/visuals of your homepage and you will be given the opportunity to choose the one you like most.

3. Creation and Development

At this stage we will develop the web site pages. All work is done in small sections. We will seek your approval after completion of each section. We will make any amendments required to ensure you are fully happy with the look, feel and design elements used. If you have requested one, your content management system will also be developed at this stage.

4. Final Testing

The web site will be fully tested for before it goes live. All links and pages will be checked. You will also be able to go through the web site and we will be able to make any final alterations. If a content management system is being deployed, this is when you will learn how to use it.

5. Deployment

The site will be uploaded to your web site host and will be accessible via your web address. If we are hosting your web site we will provide you with access to statistics so that you can monitor your site usage.

6. Review

After a six or twelve month period, we will meet with you again to assess the performance of your site in terms of meeting the objectives set out at the beginning of this process.

© Imaga Limited, 2005.

15 Avenue Road
Bexleyheath,
Kent. DA7 4HA

Tel: 020 8306 6580
Email: info@imaga.co.uk
Web: www.imaga.co.uk