



WEB SITE DESIGN PROCESS

When starting a new web site design project, there are steps of the process to follow that help us achieve the best results. Rather than jump right into a software program to try to create a final version, we save a lot of time and energy by first researching the topic, finalising the content, starting with simple sketches and getting several rounds of approval on designs before even entering the complex world of online development.

1. GATHERING INFORMATION

Before we can start a web site we of course need to know what your needs are. Gathering information is the first step of the process. When approached we like to discuss the scope of the site. It is here that we try to gather as much information as possible such as the desired functionality and visual design of the site.

2. CREATING AN OUTLINE & MAP

Using the information collected in our meeting we are able to develop an outline of the content and goal of the site, which we then create a web map from. This is presented to you for approval before proceeding. We include the dimensions and technical specifications for review and ask for any changes. Once this is finalized, we know we are both in agreement on what the site will include and can proceed to the next step of the process.

3. HARNESSING CREATIVITY

Design should be creative! Before moving on to the design itself (don't worry, that's next) we need to take some time to think about creative solutions for the project. We can use your examples of favorite work as guidelines for what you like and don't like, but our goal is to come up with something new and different that will separate you from the rest (unless

of course you specifically ask to fit in). We use focus group methods, market analysis and research to get the creative juices flowing then once we have some ideas for the project it's time to start creating a structured layout.

4. MAKING WIREFRAMES

Website wireframes are simple line drawings that show the placement of elements on a web page. We can save a great deal of time by editing the layout of a simple wireframe at the start of the design process instead of a complex design later.

Using wireframes is a great way to begin a web site project, as it allows both you and us to focus on layout without the distraction of color, type and other design elements.

5. SITE DESIGN

Now that we've done our research, finalised our content and gotten approval on some sketches we can move on to the actual design phases of the process. We will present you with some foundation art for the site that - once approved - will then be applied to all pages. After applying the foundation art to all pages we include the page content and present a complete set of designed static pages. From here we make any last revisions to the design before moving into the online development phase of the project.

6. DEVELOPMENT & TESTING

Using the site map and artwork already approved we then develop the site for online functionality. The site needs to be tested in an active online environment so we build your site on a staging site address which is hidden from the public and can only be seen by you and us. It is here that you can click your way through the site the way it will appear online and make any functionality revisions. Our developers will test the site on all browsers to ensure that it will be seen as it is intended by you and us.

7. GO LIVE!

Once all revisions are made by both you and our developers the site is ready to go live. You just need to approve the site and we will switch it over to your public domain. Remember that the web is versatile and always open to change so any content you have online can be edited with ease.

GET SEEN ON GOOGLE

Circle Media offer assistance with Google Analytics and build all sites with Search Engine Optimisation in mind. Contact us to discuss the importance of being seen on Google and about the services we can provide for it.