# Website Design & Development Process

Our website project management process has 4 steps:

1. Project Setup and Briefina

2. Website Design with 3 rounds of edits

3. Website Development with 3 rounds of edits

4. Website Promotion and Go Live with a final 18-point quality check.

#### Here's What We Need From You

To successfully complete any project without delay, we ask that you provide what we need to complete the project as soon as you can. Often, delays in providing us with content and logins hold up a project. The items 1-7 below are most critical:



The team will send a briefing template that needs to be filled out in detail and in a timely manner. Providing more information in the brief will help the design phase of the project go smoothly. Design work cannot not start until a complete brief is received.

**Hosting Logins** 

Your team will need to supply server logins before work begins. This gives us the opportunity to test the server for size, speed, and configuration before we start loading the live website.

#### Website Collateral

Logos, images, and any other collateral for the website need to be delivered early to ensure a smooth desian and development process.

Timely content preparation is vital for website development. Two weeks should be given to collect all content to ensure readiness for implementation by the development phase. Delayed delivery will affect the project timeline and result in additional time needed to complete the website.

#### **Scope Management**

During a project's lifecycle, the project scope may change in two ways: scope expansion or complete scope change. For scope expansion, additional requirements will be added to the original brief, and a new guote and estimated timeline will be provided. For complete scope change, a new guote and estimated timeline will be provided, and the team will decide whether to proceed or revert to the original scope.

#### **Edits and Attention to Detail**

6

To ensure quality and attention to detail, a review process has been developed for each cycle of changes during the design and development phases of the project. Changes should be requested via Basecamp, with screenshots if necessary, and reviewed for accuracy and completeness. We will review the changes before sending them back for final sign-off. The process aims to minimise delays and streamline project delivery.

#### Communication

Video meetings are integrated into the design and development process to facilitate collaboration and ensure timely project delivery. Online meetings help foster a close working relationship with the agency and avoid prolonged alteration cycles.



With a well-designed and developed online presence, our work helps increase website visitor engagement and conversion. Click to Take a Look!

## Invoicing

Invoicing in 3 instalments: 1 - Project Acceptance; 2 - First Review; 3 - \*Final Approval & Before Production. \*This will be brought forward if deemed project is significantly delayed by the Client.

### **Client Care Program**

Our Client Care Program is provided for the first 14 days after website launch. If Web Hosting and Maintenance are included, unlimited basic changes are offered, including wording or image updates but not structural or layout changes.