

## DESIGN PROTOCOL

Designing a successful website will follow our five step design development process. This process ensures that all elements of the design have been considered and that the Client has at various key stage points in the design been consulted before further work continues.

### STEP 1 - Determining Site Goals

We need to establish a number of requirements from the Client:

1. Who will be the target audience for the website?
2. What functionality will be required within the website?
3. Create a Project Plan to map out the key stages in the design of the website

### STEP 2 - Site Design

Here we create a site plan based on the information from Step 1 including:

1. Draft site map
2. Design Plan for each page
3. Layout selection from design examples
4. Approve final "look and feel"



### STEP 3 - Site Development

Here we create the site based on the information from Step 2 including:

1. Web graphics
2. Adding Content
3. Adding media / functionality

### STEP 4 - Testing and Publishing

Now we have the site ready for its public launch! We now check the following:

1. Web graphics
2. Functionality
3. Appearance
4. Search Engine Optimisation (SOE)

Testing is carried out on the following browsers to ensure maximum repeatability in all the major web browsers.

- Internet Explorer
- Firefox
- Opera
- Safari (Apple)

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### STEP 5 - Maintenance

So your site has gone public, there may be a few bugs to iron out also you may need to:

1. Update content on a regular basis
2. Decide to add more functionality
3. Change Appearance

This needs consideration and how this is achieved can be discussed and agreed during Step 1.