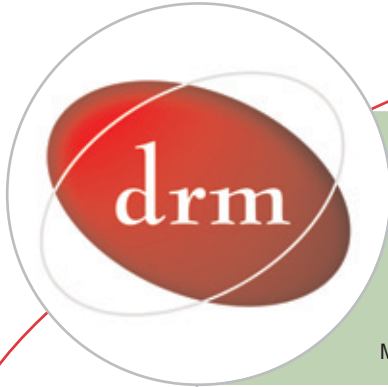


web development process



SUCCESSFUL WEB SITES HAVE CLEAR OBJECTIVES; A GOOD UNDERSTANDING OF WHO USES THE SITE AND WHAT THEY WANT OUT OF IT; A SIMPLE, INTELLIGENT APPROACH TO NAVIGATION; AND INTERESTING, YET QUICK LOADING PAGES. SUCCESSFUL WEB SITES ARE BUILT WITH SOLID TECHNOLOGY AND CREATE A SENSE OF COMMUNITY BY PERSONALIZING THE EXPERIENCE AND MAKING IT FEEL INVITING AND EFFORTLESS.

phase one

DISCOVERY :

Discuss technical parameters, objectives, look and feel. Also discuss short-term and long-term goals, user and target audience definition/parameters, marketing/communications objectives, maintenance/staffing issues, technology specifications. Other factors to consider include: success measures, budget parameters, specialized expertise requirements, timelines.

phase two

INFORMATION ARCHITECTURE / CREATIVE ENVISIONING :

Analysis of input from Discovery Phase. Develop site link plan, followed by site outline and personality. Begin formulation of design and navigation ideas.

phase three

PROTOTYPE SITE DEVELOPMENT :

Development of prototype site home pages. Modify and develop drill-down page samples.

phase four

DESIGN FINALIZATION / COPYWRITING :

Develop final art from selected design of prototype site home page. This includes animated GIFs, Flash and all drill-down pages. Begin test programming, including password-protected areas (if needed).

phase five

PAGE BUILDING / PROGRAMMING :

Based on final design, web pages are built and programmed for selected browser compatibility with final specs for: image optimization; media development (Flash, Shockwave, QuickTime, audio, video); page layout (tables, framesets, copy placement); navigation specs (rollovers, links, behavior elements); form layout and elements; type style (font, size, color) for headline, subhead, body text, captions; specialized programming (database, style sheet, CGI scripting).

phase six

TESTING / DELIVERY / LAUNCH :

Complete site is reviewed and approved by client and tested by DRM and user group (if necessary).