

Phases of WEBSITE DEVELOPMENT

Phase 1: Plan

INITIAL RESEARCH

- ▶ Assess current website & social pages
- ▶ Review current analytics data & trends
- ▶ Examine competitor websites
- ▶ Identify new website's purpose, objectives & audience

SCOPE

- ▶ Identify required technical functionality
- ▶ Define technical scope
- ▶ Document scope in detail

ARCHITECTURE

- ▶ Assemble & classify content types
- ▶ Define content hierarchy & flow
- ▶ Create page outlines for main pages
- ▶ Create sitemap & architecture

Phase 2: Design

WIREFRAMES

- ▶ Establish a visual hierarchy & placement of content
- ▶ Lay out home & main pages using a responsive grid
- ▶ Produce a static or live wireframe
- ▶ Test & revise as needed

DESIGN

- ▶ Review client's brand standards
- ▶ Identify colours & fonts
- ▶ Determine overall visual feel
- ▶ Using wireframes, design homepage
- ▶ Design main pages based on approved homepage
- ▶ Create visual assets like buttons, call to actions, etc.
- ▶ Produce illustration or photography if needed
- ▶ Make final design files & visual assets

Phase 3: Development

DEVELOPMENT

- ▶ Set up CMS (i.e. WordPress)
- ▶ Build theme & page templates
- ▶ Install & configure needed plugins
- ▶ Program any custom functionality
- ▶ Customize back-end

POPULATE

- ▶ Migrate content including text, visuals & attachments
- ▶ Add links & functionality to content
- ▶ Proofread & edit where required

TEST

- ▶ Test performance on different devices & platforms
- ▶ Track & correct bugs
- ▶ Conduct user testing
- ▶ Optimize & adjust as needed
- ▶ Assign user roles & train client on CMS