

Process Fact Sheet





process

| 1 Concept to structure | 2 Idea to design | 3 Build to launch |
|---|--|---|
| <p>discovery gather information understand your audience analyze your industry</p> <p>plan create a project plan set the budget create schedule assign team set up stage</p> <p>clarify set high-level goals prepare creative brief kick off the project</p> <p>content plan audit existing content outline new content create delivery plan</p> <p>structure site create sitemap set naming conventions</p> | <p>outline ideas create wireframes site navigation define user tasks</p> <p>create develop concepts user profiles overview of site goals design presentation</p> <p>confirm create HTML protosite test functionality</p> <p>design to code create graphic templates create design style guide</p> <p>project status assess project status establish guidelines set file structure</p> | <p>build elements slice and optimize create HTML templates implement light testing populate pages integrate backend</p> <p>test create a QA plan prioritize and fix bugs</p> <p>deliver create handoff packet review with client</p> <p>launch prepare announcement plan register with search engines launch site</p> <p>maintain maintenance team measure success confirm site security</p> |



clarify

Neu Nectars' multi-disciplinary approach to our process starts with information. Information is the catalyst that allows us to see the best course of action. We gather information, complete background research, analyze the budget, outline the timeline, review maintenance needs, establish the purpose of the website, and document who the target audience is. Website evaluation is often conducted with established sites to assess the need for site refinement.

architect

Focusing on your business objectives, we create a strategic plan that assures your web site will meet those objectives. Our team will craft a site architecture that focuses an intuitive user-centric site flow and navigation and audit existing content and outline new content. We create an outline of the site, navigation, and define user tasks.

design

Purpose-driven design—we translate your business strategy into sound design. During this phase, we develop the detailed architecture of the website using; a site map, storyboards, and / or flow charts. We document how the interfacing will work and shape strategic thought into tactical elements. Unique designs are presented and we obtain approvals on all aspects of the design before proceeding with the development.



develop

During this phase we weave together site architecture, copywriting, design, components, rich media with back-end and database integration to create an engaging experience. When completed the beta design is ready for review and testing. Although rigorous testing has occurred throughout each phase, final testing ensures that the all components pass our quality assurance.

test

At this stage we recommend usability testing to fully understand response to the website navigation, overall look and feel, and functionality in order to further refine the design. Our methods include one-on-one interviews, typically in an iterative manner to allow for ongoing refinement. Usability testing is incorporated into the site design (or redesign) process.

deploy

In this final stage we implement any improvements gleamed from our testing into the site structure and design, validate and verify accessibility. We create a style guide and register with search engines prior to launching the site. Our team will provide instruction on maintaining the site or alternatively can provide on-going maintenance and support.



on-going

Neu Nectar can provide on-going support and maintenance. You can hand your site over to us with confidence—knowing that we will keep it updated and running smoothly. We plug you into the marketplace and our experience and insight into your market allows us to keep your site fresh. This allows you to focus on what you know best—your business.

Contact us

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