



ORGANIC DESIGN WORKS GUIDE TO THE WEB DEVELOPMENT PROCESS

Successful designs require a clearly defined process. Here is an outline of what you can expect when you develop a website with Organic Design Works :

KICKOFF MEETING

- identify the **TARGET AUDIENCE**
- outline the **CORE OBJECTIVES** for the project
- specify the desired **CONTENT AND FUNCTIONALITY** of the site
- brainstorm the overall look and feel of the **DESIGN**
- provide a **SCOPE OF WORK** for the project.

DEVELOP SITE ARCHITECTURE

- build a clear **OUTLINE OF THE SITE** to visualize the overall structure and navigational paths of the site before it gets built
- identify and implement **USABILITY IMPROVEMENTS** at this point to save money down the road.

PREPARE CONTENT

- **WRITE OR EDIT COPY.** You can write and edit the text yourself, or hire us to train our expert eyes on your content. We'll ensure that your copy is clear and concise, while leveraging all the web's opportunities for cross-linking and interactivity.
- **RESEARCH IMAGES.** The image on the screen comes across before a single word is read. Make that image a powerful one. We can either cull the best stock sources or integrate your own library of images into the design.

DESIGN HOMEPAGE AND SUBLEVEL TEMPLATES

- **DESIGN 1 OR 2 GRAPHIC CONCEPTS** based on our initial discussions, and post them to the web for your review
- **INCORPORATE YOUR EXISTING IDENTITY** into the interface design so it will harmonize with your overall image
- **PERFORM A SERIES OF ONE OR MORE REVISIONS**, depending on what is included in the contract, with each modification posted for your review.

CODE SITE

- build the site with **STATE-OF-THE-ART PROGRAMMING CUSTOMIZED TO YOUR NEEDS.** Your site will be:
 - **EASY TO MAINTAIN AND EXPAND** in the future
 - **QUICK** to download
 - **ACCESSIBLE**, in accordance with universal standards,
 - a distinctive presence that will **GIVE YOU A STRONG EDGE IN THE MARKETPLACE.**



We can set up a customized content management system that will allow you to make updates yourself, online, 24/7. It simplifies the task of managing a website, allows you to train employees to perform the updates, and provides you the opportunity to change items on the site without any lag time. If you don't have the extra hands on staff to maintain the site, we can perform timely updates and maintenance upon request, at our hourly rate.

PROOF AND TEST SITE

- carefully PROOF the site
- TEST on all major browsers
- POST the test site for your review.

LAUNCH LIVE SITE!

- final approval is received
- LAUNCH the site with the web hosting provider of your choice
- celebrate your success!

While your new site can't yet serve customers a complimentary double-latte while they're surfing (we're working on that), it will significantly raise your company's profile and advance your marketing objectives.

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