

# Web Design

## PROCESS TIMELINE

1

### Planning

#### DISCOVERY MEETING

- Understand client's business, target audience, goals, and brand identity.
- Discuss website objectives, desired features, and functionality.
- Show project timeline to client.

#### RESEARCH & ANALYSIS

- Analyze competitor's sites. Gather inspiration and current design trends relevant to the client's industry.

2

### Preparing

#### SITE MAPPING

- Create a sitemap outlining the website structure.
- Plan user journeys.
- Create a list of any assets that need to be gathered or created for the project to proceed smoothly. Send to PM.

- Develop or gather text, images, videos, and other SEO-friendly content that aligns with the brand voice.
- Send asset list and content to client via email.

CLIENT FEEDBACK

3

### Designing

#### DEVELOPMENT

- Convert approved design into a functional website.
- Ensure responsive design for mobile compatibility.

#### TESTING

- Test for any functionality or compatibility issues.
- Check for and fix any bugs or errors.
- Send preview of website to client.

CLIENT FEEDBACK

4

### Launching

#### SITE LAUNCHING

- Deploy the website.

5

### Monitoring & Updating

#### POST-LAUNCH SUPPORT

- Make iterative changes based on user experience and client feedback/requests.
- Collect and analyze user feedback.



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