

Creating a website with Journey

Creating a new web site or updating an existing one can be a scary prospect for many. With Journey you are in safe hands. We understand the importance of our clients' websites. Your web project requires time and input, especially from senior stakeholders in your organisation, so an understanding of what is required from the outset is paramount.

We go out of our way to make web projects as simple a process as possible, which is why we've devised our web project process plan, to help us navigate to a successful conclusion both on time and on budget.

6. Go LIVE ;-)

So, here we are! Last minute checks to content, navigation, ensuring all areas of the site are suitably responsive to the device it's being viewed on and hey presto - your site is live and ready to go! Time to get straight onto twitter to tell your friends how proud you are of your new baby!

5. www.production!

Production – taking the agreed design framework and your copy, it's now time for the tekkie beavers to get to work on bringing it all to life on the interweb. We'll probably go quiet for a couple of weeks and you'll feel a bit lonely and wonder what it was you did before you met us ;-)

Proofing and testing – Ok, so we're nearly there. This is the bit where we are going through the site and checking it all works ok in all different browsers and devices.

1. Detail

Client contact / request – meeting arranged.

Questionnaire – we'll send you a questionnaire to capture as much info about your project – but don't worry, anything you can't answer can be discussed in our meeting.

Meeting / brief – we'll meet with you to run through the questionnaire and your brief, site map and functional spec to gain an understanding of what you're aiming to achieve and the size of the site, how you plan to market it, SEO etc and together agree a project brief to move forward with so we have enough information to accurately quote.

2. Time and costs

Estimate – Journey submit an estimate alongside agreed functional spec and site plan.

If this is ok in principal, there is often a stage where the functional spec and estimate is fine-tuned alongside a realistic time-frame.

Go ahead – we'll require written instructions and a PO to commence your web project.

3. Creative manpower

Stakeholder questionnaires – if you would like your stakeholders in the business to have their input, we can supply questionnaires to help with this.

Kick off meeting – where we can discuss the feedback above.

We'll also want to agree when and where content is coming from and who in your team is responsible for this.

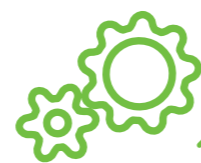
Wire frame design – we'll submit a basic 'wireframe' design of half a dozen main template pages.

A wireframe is an undesigned black and white layout showing exactly what is to appear on each page and the priority of content. This might go through a few sets of changes but is a really worthwhile stage to agree content and the user journey before the 'look and feel' kicks in.

Outline creative concepts – ok so it might look like you've run a marathon already, but we promise it won't feel like that. So, apart from launch, this is the most fun bit. This is where all of our (yes that's you as well!) hard work and brainstorming is brought to bare in a beautiful conceptual design that embodies the essence of your business, product and messaging – your new shop window. We'll usually give you 1 or 2 ideas showing approved wireframe templates. You'll probably want a day or 2 to think about it and get back to us.

Review concepts – whilst we're almost perfect, you're bound to want to change something, so now is the time. This is a really important stage - getting the design right now, makes for a smooth development of it. Once we have agreed the look and feel of these main template pages, we will go through the same process as above with any remaining master pages

Approving the design – we are now at a stage where all the master pages have been designed and we have agreed what is to appear on each page. It's really important we get final sign off on this before the build stage starts. Changes at the build stage to the agreed format, structure or design can incur additional costs



4. Working copy

CONTENT! OMG, are we here already, how did that happen? Yes, we'll have been nagging you all the way through – but it's now time to give us signed off copy!

Whilst we're on the subject, it's worth pointing out that this really needs to be agreed by now as this affects the page titles, nav bars, headings and of course word count. Major changes to this after the development can have a detrimental affect to the look and feel as well as costing you more money and taking longer. Of course, if you've chosen to have training on the content management system (CMS) so that you can manage the site in house, then you will be able to make any minor tweaks yourselves.

Training. If you've gone for training, apart from the fact you'll be itching to blow the back door off your web site and get meddling, now is a good time to get into it as you'll be able to make all of those last minute text tweaks, which are inevitable.

