

How to design and build the best websites ... for your growth and expansion

Hanson Design's Website Development Process



Gilman Hanson

APPROACH TO WEBSITE DEVELOPMENT

Designing a website is serious business. Nowadays, it serves many companies as their primary marketing and sales tool. We consider your website the 'face' of your brand. Our goal is to assure that your website achieves all of your business and marketing objectives.

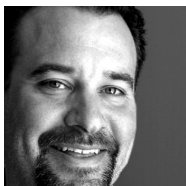
Our process for creating the best performing website for you and your brand involves the following steps:

PHASE 1 - SITE ORGANIZATION & NAVIGATION

First and foremost we recommend that your site be organized into a hierarchy of importance – with the navigation system designed around logical content groupings. In other words, let's make it easy for someone to find what they are looking for, while at the same time, learn about the great services and products you offer them. Functionality and descriptions of content will be categorized and added to a site map. The site map shows where all the information is and how they are linked together.

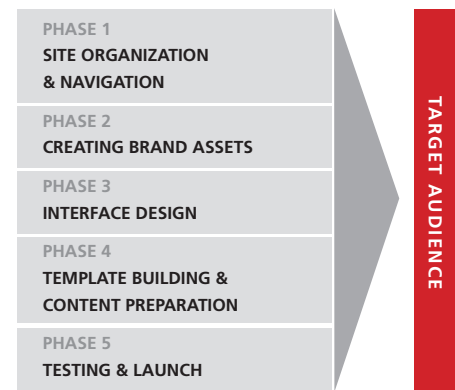
We will take the following action steps in this phase:

- Site map development
- Verify all site functionality needs
- Identify site visitors by user type
- Map functionality, summary of content, and links added to site map
- Design site navigation
- Design page wire frame



Eric Livingston

Planned Approach to Effective Interface Design



PHASE 2 – CREATING BRAND ASSETS

It's important early on to identify and produce the visual and verbal content for the site. The cornerstone to any good website is a strong brand and how it represents your company, products and or services. If not already defined, we recommend developing a clear vision and positioning for your brand. These brand 'guidelines' will be used throughout the site to insure visual and messaging consistency and to reinforce the brand promise. The brand voice or language will set the tone for the website's content. Visual assets (Colors, Typestyles, Photography, Video, Graphics) will be developed and collected into a pool for later use in site production. Our writing team can 'reframe' existing content as well as write new content for new market positionings and offerings. Action steps include:

- Create and produce new brand assets (imagery, photography, video, etc.)
- Create new brand messaging
- Organize supplied content

The cornerstone to any good website is a strong brand and how it represents your company, products and or services.

- Create/write new content
- Edit existing content

PHASE 3 – INTERFACE DESIGN

The key to any site is how it looks and feels to your target audience. We believe good design is good business. A website design style defines your brand as much as any other marketing initiative. By creating the right balance of colors, imagery, typography and iconography, a well designed website can enable your products and services to stand out from the crowded universe of cluttered web offerings.

Interface design includes the following:

- Home page
- Section page
- Content page
- Color treatment
- Typography treatments
- Icon development

A. Market Research – To ensure that the site design and interface is on target, we recommend conducting Market Research. We utilize the latest online methodologies for both qualitative and quantitative research – whether it's online chat rooms, one-on-one surveys, mobile advocacy teams or online surveys.

B. CMS Strategies – Not all companies have the available development assets to keep their website content fresh. We will develop a Content Management System for your website that identifies who is responsible for updating content and who is responsible for approving the changes before they go live. Hanson will provide the Content Management Tools to keep your website current.

C. Rich Media Strategies – Rich Media-like animation, video and flash can play an important role in your website's online experience. It's crucial that rich media is functional, relevant and avoids pure gimmicks. Hanson balances creativity with functionality for a superior rich media experience on your website.

D. Promotional and E-commerce Strategies – E-commerce websites require extraordinary levels of pre-planning to guarantee success during production. A well planned website will draw a more favorable ranking from search engines and allow interested users to connect with the

exact products they are searching for. Prior planning allows for add/edit/deletion of product, promotion and fulfillment to be successful once the initial website has been launched.

PHASE 4 – TEMPLATE BUILDING & CONTENT PREPARATION

An important step for a successful website involves the conversion of the approved interface concepts and content into the HTML Templates. To ensure design continuity and integrity, a document of best practices is created for Developers to follow when creating the following pages and content:

- Build home page HTML template
- Build section page template
- Build content page template
- Build CSS - Cascading Style Sheets are imperative to managing a consistent look and feel across an entire website.
- Write document for page coding standards (SEO). Creating a page coding standards document gives developers a blueprint of the expected format for each page as well as what extra information and Meta Data needs to be uniquely coded.
- Build rich media (Flash, etc.)
- Identify and build section tools (calculators, login, shopping cart, etc.)
- Develop Content Management System (CMS) if required
- Complete site build

PHASE 5 – TESTING & LAUNCH

The final steps to ensure a successful launch of your new website include rigorous testing under multiple operating systems and configurations for performance and accuracy. A website change process is designed and approved, a CMS product (if needed) will be evaluated and incorporated into the website. Content pages that can be owned and edited by client employees will be identified. Content managers, editors and reviewers will be trained. Key checklist items for this final phase include:

- Quality Assurance
- Testing
- Launch
- Begin use of CMS