

# Example web design processes

## Overview

The following are examples of the sort of processes a decent web design company should follow when designing and building your website. This is intended as a guide, and the following will vary depending on your needs.

Ask the prospective design company or freelancer to explain their process — if they miss too many steps from the following you should perhaps reconsider!

## Smaller site

- Meeting to discuss requirements.
- Brief should be agreed.
- A sitemap will be created to show the various pages and sections that will make up your site.
- Wireframes should be produced to show site functionality. Wireframes can be thought of a rough sketch of the site.
- A mockup of the homepage and at least one other page should be created.
- The site should be built and tested with major browsers before delivery.

## Medium to large site

### Planning stage

- Meeting to discuss requirements.
- A comprehensive brief will be written by the design company explaining what the project will entail and the desired outcomes.
- A set of user personas may be developed. These are profiles of archetypal users and can be very useful for anyone involved in creating design elements or content for the site. The personas can be referred to throughout the process ensuring that any work produced is appropriate for your target audience.

### Design stage

- A sitemap will be created to show the pages and sections of your site.
- A set of wireframes should be produced to show the functionality of each page or site section. Wireframes can be thought of a rough sketch of the site.
- A 'mood board' or 'style tile' may be produced to indicate the visual style of the site. Mood boards and wireframes are two side of a coin. Whilst wireframes show functionality without aesthetics mood boards indicate the style of the site without getting bogged down in precise layouts.
- A mockup of key site sections will be produced. This may have some limited functionality or it may be completely static but it should be seen onscreen, not as print outs.

### Build and launch

- A first working version of the site will be produced for browser and user testing. If the site uses a content management system (CMS) you should be given a login at this point.
- The launch version of the site should be delivered in the way you have agreed. If you are making your own hosting arrangements make sure you understand any installation procedures.

# Example of our process


## 1. Discovery

### Business requirements




- A. SMART goals
- B. Target audience & user needs
- C. Competitors
- D. Problems with current site
- E. Compatibility requirements
- F. Existing branding
- G. Business processes
- H. User journeys

### Content requirements




- I. Primary content to support SMART goals
- J. Legal requirements
- K. Supporting content
- L. Recurring content

 = Client task



## 2. Information Architecture

- A. Sitemap
- B. Mobile wireframes (with client)
- C. Prototype mobile layout
- D.  Feedback on prototype
- E. Amends or  sign-off
- F. Prototype desktop and select tablet layouts
- G. Amends or  sign-off

## 3. Visual design

- A. Style tiles
- B.  Feedback
- C. Amends or  sign-off
- D. Prototype visual design
- E. User test prototype
- F. Amends from test feedback
- G.  Sign-off

## 4. Build & launch

- A. Website development and weekly client updates
- B.  Content creation: client writing blog posts, using social media, possibly commissioning videos and other bespoke content
- C. Accessibility review & usability test
- D.  Content entry: WordPress training for client to enter their own content
- E. Browser and device testing
- F. Website made live
- G. Third-party services (Google Analytics, Mailchimp etc.)
- H. Post-launch review

## 5. Consultancy & support

- (Optional service package)
- Technical support & backups
  - Content strategy advice
  - Usability testing
  - Design updates
  - Analytics reviews

Call Pete on 0797 6006 797  
or email [pete@ablewild.com](mailto:pete@ablewild.com) to  
discuss how we can help you

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