

## WEBSITE DESIGN PROCESS OVERVIEW

### Brand Strategy and Messaging

**Data Collection** - Meeting(s) with the Founder(s) and Key Management team members

Corporate Profile (History, Vision, Alliances etc)

Domains / Products / Services

Markets (Existing/Potential buyers or target audience)

Competition: What differentiates your company?

Current and Aspirational positioning

**Synthesis:** Interactive discussions result in story-boarding and position concept creation

**Position:** The 'Positioning plank' evolves - crystallizes the 'macro-message' to be communicated

### Visual Design and Content Structuring

**Detailing 'Macro Message'** - Graphic elements and Raw content

Treatment Style - Minimalistic / Typographic / Corporate etc.

Graphic Style - Illustrative / Photographic / Mix-media etc.

Polishing raw content - setting the right tone as per positioning

Site-wide theme, Color scheme, layout, fonts, icons, tabs etc.

**Concept Creation:** Alternative concepts along with macro message and site-wide theme

**Micro Message:** Threaded through all the inside pages and validated through picture theme

**Presentation:** In two or three navigational levels of each alternative concept

### Execution

**HTML conversion:** Guidelines laid at the 'look-concept' level are followed judiciously

**Back-end programming:** Provided as per scope of project

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### Comprehensive Testing: On following parameters

Graphic alignments

Cross-browser compatibility

Site integrity for multiple display resolutions and desktop settings

Language check (including image names)

Download time and Dead/broken link check

Meta-Tags for search-engines

Form submission Check

### Uploading

Test site can run either on Iternia server space or on some directory on client's web-space

Only after final check and approval the site will be uploaded on the main web-space

### Documentation

Iternia will give a CD with the content and related documentation (raw content, folder structure, uploading details, and guidelines on small text changes, if required).

We believe in asking a lot of QUESTIONS to get every possible detail - our experience says that the 'most effective comes out of the most unexpected'!

Out of the acquired knowledge a synthesis takes place which is a result of extensive interactive discussions with the client.

Throughout the process we validate the direction we are taking and seek approvals before moving between major phases.