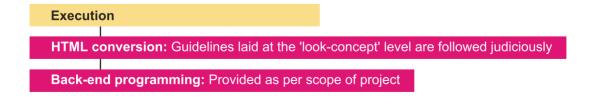


WEBSITE DESIGN PROCESS OVERVIEW

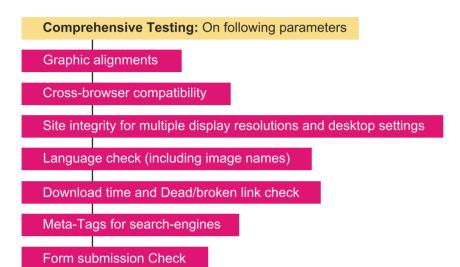
Data Collection - Meeting(s) with the Founder(s) and Key Management team members Corporate Profile (History, Vision, Alliances etc) Domains / Products / Services Markets (Existing/Potential buyers or target audience) Competition: What differentiates your company? Current and Aspirational positioning Synthesis: Interactive discussions result in story-boarding and position concept creation Position: The 'Positioning plank' evolves - crystallizes the 'macro-message' to be communicated

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





WEBSITE DESIGN PROCESS OVERVIEW



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.