

JR GGD

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WEB PROCESS
OUTLINE FOR CLIENTS

THE JOURNEY BEGINS

Thankyou for choosing JRGD to design and develop your website. Regardless of the scope of your website there are some distinct phases you will go through before you go live.

You've outlined your requirements and we've been briefed on web design and development, now you will be asked to embark on several core tasks: defining the architecture and design of the site, clarifying functionality and making some technology decisions. Throughout development you'll be asked to give feedback to your developer: approve structure, prototypes and technical documents; provide or write content, and give direction in search engine optimisation (SEO) keywords.

Like having a baby, conception is the easy part!

WEB PROCESS OVERVIEW

Step 1 Architecture

Based on your brief JRGD will start defining your website, creating a prototype and commencing design. The goal at this point is to clearly define the site's structure, content and functionality. This should include a search engine optimisation strategy as this will impact on the overall navigation and content.

A website's structure is defined through the information architecture. This comprises a site map, wireframes and some supporting documentation. The information architecture is more than a blueprint; it defines the virtual space in which the visitor will interact with your brand and your business. The sites information architecture, design and functionality create the user experience. Getting the user experience right is the s most important aspect of any web development.

Step 2 Creating the site map

The site map clarifies the information hierachy and navigation. Users should be able to access the most important information from the global navigation – navigation tabs that can be seen from every page on the website. Less vital information can be made available through secondary and complimentary navigation which sit below the global navigation, in a sidebar or in footer links.

Step 3 Wireframes

Wireframes are created from the approved site map. They are a way to visualise navigation, features and functions of the site. Wireframes are like the architectural drawings of the site and can range from a simple grid to extremely complex diagrams. For smaller sites, all pages tend to be wireframed, for larger sites (developed on a content management system), all page templates and processes would generally be wireframed, depending on budget.

Wireframes are used as a guide to let both the designers and developers know what is being built – the designers final interpretation may look completely different, as long as the elements are still all there. Good thing, wireframes can be pretty ugly!

Step 4 Supporting documentation

As well as the sitemap and wireframes you will receive a sheet of functional requirements or technical specifications, or both, clearly outlining the intended functionality. If you don't understand these documents, please, ask questions until you do. It's important you understand all the defining documents before signing off this phase. It is far easier to answer questions and get the definitions right than to change things past this stage.

Step 5 Design: form follows function

Good architects articulate visual elements in a design that unite to make a beautiful, inviting home – your website is no different. The look and feel should engage the visitor, emotionally connecting them beyond functionality. This doesn't mean lots of flashing buttons and banners – less is usually more when it comes to design. Your JRGD designer will layout the visuals and set the style, visualising page elements such as navigation, fonts, colour palette, buttons and forms, ensuring they are all consistent and complimentary, and in compliance with any corporate style specifications.

Step 6 Construction begins

The build phase implements the architecture and design into a working website. From now on, things are less hands on from your point of view, but they may get a little disjointed... Like most building sites, alot will happen simultaneously, but it will often seem like nothing is happening at all.

Firstly the designs are implemented into cascading style sheet-defined pages or templates. A basic site development might consist of a number of pages created in a combination of cascading style sheets and other scripting languages which becomes the construction exercise to complete. Sites based on a content management system are much more complicated. The designer needs to build the visual interface and set up a database to contain the content that is added, edited and stored in the future. Finally the designer will implement the code to deliver this content to the user through page templates. At this point the shopping cart and eCommerce will be integrated into the site as well.

The important thing to remember at this phase is "Don't Panic" – think of the building again. Two thirds of the way in, the construction site is a pit, wires hang from every ceiling and plumbing is exposed... this is that point in your websites construction. However, you will check into the website one day and almost overnight it will all have come together to look like you'd imagined from the start.

Step 7 Testing Testing

This is where you step in again... you will need to be available again to assist in the quality assurance and testing phase and to start adding content to your nearly complete website. At this point you should have assembled, written and search engine optimised all the content (unless JR GD is working with a copywriter or maintaining content on your behalf).

At the same time you will need to address the implementation of internal business systems to manage the communication your website will generate – collecting all leads, attending to feedback and enquiry forms within a given timeframe (usually 48 hrs) and fulfilling orders.

Once all content is loaded and testing is complete the site will be given a 'soft launch'. This means the site will go live to the internet but without any promotion – unless people know it's there, they're not likely to come across it. We suggest waiting 2 weeks before telling the world about your website... This allows for tweaking any loose ends and uploading any additional content.

Step 8 Managing your site

JRGD offers ongoing training and support with your content management system. Managing content on your site requires varying levels of patience and can be the most challenging part of your website build.

Content management – how do I edit my website?

Adobe Contribute CMS – Supplied as part of your new Website
Download demo at: <http://www.adobe.com/products/contribute/>

Adobe® Contribute® CS3 enables content authors to quickly and easily update existing websites and blogs while maintaining site integrity — with no technical expertise required.

Requires no experience of programming or html editing and will be delivered as part of your new website. This content management system is designed for a single-workstation administrator and is as easy as opening your page in a browser window and making changes. You can create new links from supplied templates, add links to current pages, update photo galleries and change content when necessary.

Web publishing: Simplify the editing process by enabling content contributors to update multiple websites and blogs from a single application without learning HTML. Editing capabilities make it easy to publish new or update existing content in three simple steps: Just browse to the website or blog, make the changes, and click Publish.

Quick web page and blog posting from Microsoft Office: Publish content directly from within Microsoft Office applications using the template of your choice, significantly reducing your editing time. Contribute CS3 adds buttons to your Office applications that allow you to publish directly to a website or post to a blog without opening Contribute.

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Easily add rich media and Video files: Include rich media, such as FLV files, in websites and blogs by simply dragging the file onto the web page or blog entry during edit. Contribute CS3 automatically uploads the file and posts it to the site on publish.

Customised CMS

JRGD can implement a customised Content Management System built to support the demands of your company or organisation and enhance your customer relations management. A custom-made content management system enables:

- > different levels of user groups with different editing privileges
- > the creation and management of large amounts of data and editorial content
- > a browser based administrator interface that can be accessed from any computer with an internet connection
- > automatic user registration
- > management of user groups

and can include additional functionalities such as:

- > online shops + payment gateways
- > newsletters
- > blogs and forums
- > image galleries
- > search engine optimisation

An effective online strategy requires long-term commitment to constantly improve the site in response to your customer needs, feedback and your business goals. It takes commitment to adapt what you've learned from your search engine optimisation (SEO) strategy and site traffic analytics and to implement additional technology to evolve the user experience. We look forward to evolving alongside you.

It's a privilege to work on your web project, and we would like to thank you for this opportunity. Its a long and sometimes complicated journey – but we're sure it's well worth the effort.

Please don't hesitate to call the studio anytime throughout production should you have any queries or require clarification of anything regarding your website.

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