

Process

No matter your goal or strategy, building a website to increase sales, online portfolio, educate, sell products or services, or sharing internal information through an Intranet, our approach remains the same. This approach will allow us to develop a website that truly addresses your needs. Our approach and process will take you through a step-by-step method that emphasizes your, business, goals, involvement and your feedback.

Phase One: Discovery, Site Map and Planning

The first step is to explore your business, strategies, goals, and necessary steps and scope to identify the most effective solution. A site map is created, project scopes and target delivery dates will be determined. Subsequent meetings will be set up with clients to assess their requirements. These meetings will provide a good concept what the web site will contain, how it needs to be developed and what the actual costs will be.

Phase Two: Design Concepts

At this stage, design concept will be developed by translating user requirements into a visual design. At the client's requests, multiple design variations can be produced for evaluation. This process of review and modifications will continue until the design is refined into a approved design by the client. The goal of this step is to produce a design that creates functionality, aesthetically appealing and is focused toward the target market.

Phase Three: Development

The design, site map, specifications and scope will be used as the blueprint of the new web site. The design is created into graphic components and optimized for the web, then converted into whatever style of coding is necessary for the scope and functionality of the web site. During this phase all pages, databases, scripts or any other necessity is developed for the final product. While developing the web site, client consultation is required to approve certain designs or programming to ensure proper development.

Phase Four: Testing and Review

As the development cycle progresses and portions of the site finalized, those sections and/or the entire site enter the testing and review phase. Here, any custom applications, databases, and dynamic content are tested for proper functionality and accuracy. The "final" product is tested against the design and content provided by the client. At that point, the site is released for client review and signoff. Any changes or modifications made at this point are change requests that are filtered back into Phase Three. Any corrections are made and prepared for final review.

Phase Five: Deployment

Once approved, the web site will be activated and published on the web. We will work with the client to ensure they are educated with the site and its functionality. At this stage, we will also provide the clients with training if necessary. Upon the completion, the client will be educated about the online marketing opportunities. BWS can provide assistance in search engine submission and optimization, marketing, and e-newsletter development.

Phase Six: Maintenance and Growth

During this ongoing stage, we will continue to work with the client to ensure the web site is maintained, trouble-free,

efficiently operating on a monthly retainer or hourly rate. Our final product developed if maintained and used to its potential should be a great tool for today and the future.