



Our Methodology

We follow a well-defined methodology for all projects to ensure that we identify as much as possible up-front, when it's easy to make changes as new revelations emerge. Our process follows these steps:

DISCOVER

We work with you in a consultative fashion to define your goals and objectives, from both a strategic and functional perspective. We conduct an in-depth study of your target audience, competition, brand identity and other factors that inform marketing and content strategy. This involves interviewing key stakeholders and members of your target audience. We also review budget and timing for the project.

PLAN

Project Definition

We work with your team to define preliminary marketing, content and technical strategies and to uncover issues that may become present through that process. We synthesize our findings into a Creative Brief, which is shared with all stakeholders and core decision makers. This document summarizes our findings, provides strategic recommendations for both positioning and feature set and lays out a course for the balance of the project.

Technical Design

We start by creating a Site Map, which identifies the overall structure of your site. From the sitemap we produce Wireframes, which provide an approximation of a user's course through the site but without design applied to it. From there we produce a Functional Specification that details all elements and behavior for the entire site. During each step we review and refine these documents with your core team.

Visual Design

After producing the initial Functional Specification we begin visual design. We present several design concepts, each showing a home page and a typical interior page. Based on an approved creative direction we refine the selected concept and design each unique page layout until final approval.

We will insure that all designs meet strategic and marketing mandates, adhere to your brand, resonate with your target audience, are feasible within the given budget and required functionality is both included and consistent throughout.

BUILD

Graphic Production

The approved designs are translated to Web ready assets in order to properly construct the site templates. Any existing images are optimized for the new site. As appropriate and within budget, we produce or acquire any illustrations, photography, audio, video or other assets required to for the project.

Content Production

For any content to be pulled from an existing site, we assist with organization, cleaning and import/input of finalized content into the database. Should you require copywriting services or additional assistance with content grooming or editing, we can assist or manage the entire process.

Programming and Development

We produce all templates to specification, import all existing and supplied content (in final approved condition), program all scripts and custom functions as outlined in preproduction. This initial build is started on our development server and is migrated to the EsKort Managed Hosting servers prior to launch for final debugging and acceptance testing.

Initial Training and Content Grooming

We train a designated content editor to assist with final content check/grooming prior to acceptance testing. This person will be responsible for quality assurance from the client's perspective. We work closely with and support this person as required.

DEPLOY

Acceptance Testing

This gives you the opportunity to fully test the site prior to launch. We urge clients to take their time and be thorough and ask for comments in writing.

Final Debugging and Approval to Launch

We anticipate minor revisions to content and very minor functional modifications. Those will be made and reviewed. Upon approval we will proceed to launch.

Launch

Launch should be on a Friday for various technical and logistical reasons. During this time we will closely monitor the site as it 'goes live' and make adjustments/corrections as they come up. Sometimes minor unexpected issues surface during the first 72 hours of live use. Our team will be on reserve during this time to immediately correct these issues to ensure a smooth launch.

Training

All standard and custom training materials will be produced and the balance of your content manager(s) thoroughly trained to do the task for which they are assigned.

Search Engine Optimization / Marketing

During production we will work with you to determine your SEO/M needs. After launch, we will

proceed as outlined.

MARKET

As part of an ongoing service contract, we meet with clients to strategically review the effectiveness of the site in the context of available metrics, internal and user feedback, and current industry trends. We recommend site enhancements as appropriate and report on any current initiatives including follow-on development work and search engine optimization/marketing.

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