THE PROCESS BEHIND A WELL DESIGNED WEBSITE

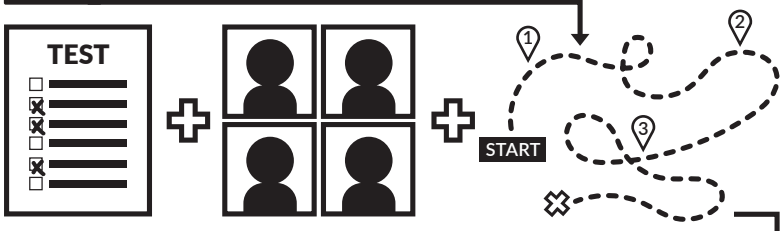
1 INDUSTRY RESEARCH PHASE

WHAT TO RESEARCH

- Who is the industry competition?
- Industry standards/news/pricing
- The brand style, culture + values?

2 USER/CLIENT RESEARCH PHASE

What are their needs, style, behaviors, personality types, interaction, patterns, brands they connect with, etc.



USER TESTING → PERSONA DEVELOPMENT → JOURNEY MAP DEVELOPMENT

3 INFORMATION ARCHITECTURE

Take an inventory of all your content and organize it. Create an audit analyzing everything alongside the user testing results as guidance.

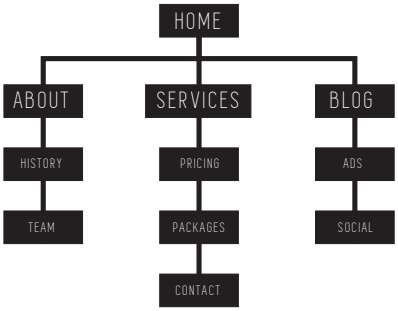
WHAT CAN BE REMOVED? CONSOLIDATED?

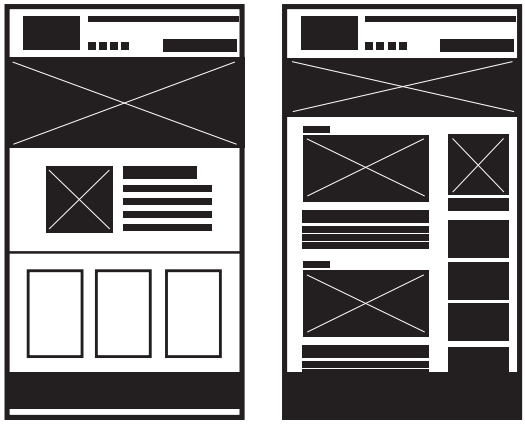
DO YOU NEED NEW CONTENT CREATED?

WHAT WORKS WELL CURRENTLY?

4 WIREFRAME CREATION

Using your consolodated and organized information you'll begin planning out the design. Determing what content should be placed on each page and where.





DESIGN LAYOUT → CREATE PROTOTYPES → USER TESTING → MAKE ADJUSTMENTS

5 VISUAL INTERFACE DESIGN

Using your consolodated and organized information you'll begin planning out the design. Determing what content should be placed on each page and where.

6 BUILD, CODE + LAUNCH

Take your final mockups and begin building your site in programs like Showit5 where you can easily accomplish visuals that make your designs come to life.

PUBLISH

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