

Our Website & App Design Process

How Diversity Technologies (D-TECH) takes your website or app from first conversation to launch and beyond. Five clear stages, the same for a business website, an online store or a mobile app.

1 Plan	2 Research and wireframe	3 Design and develop	4 Test and launch	5 Market and support
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The five stages

1 Plan

We learn about your business, customers and goals on a video call, then agree the scope, timeline and price in writing.

WHAT WE NEED FROM YOU

Your answers to the proposal form, any brand assets you already have, and a decision-maker for approvals.

WHAT YOU GET

A written proposal with a fixed price, a timeline and a clear list of what is included.

2 Research and wireframe

We plan the sitemap or app screens, the content for each page and simple layouts (wireframes) before any design or code.

WHAT WE NEED FROM YOU

Feedback on the plan and wireframes, plus the text and images you want to use (or approval for us to write them).

WHAT YOU GET

An approved structure for every page or screen, so design starts on a solid plan.

3 Design and develop

We design the pages or screens in your brand style and build your website or app, sharing working previews you can open on your phone and laptop.

WHAT WE NEED FROM YOU

Feedback on each preview, usually within a few days so the timeline stays on track.

WHAT YOU GET

Weekly progress updates and a live preview link throughout.

4 Test and launch

We check speed, layouts on different devices, forms and payments. Websites go live on your domain; apps are published to Google Play and/or the App Store.

WHAT WE NEED FROM YOU

Final approval, plus access to your domain or app store accounts if you already have them.

WHAT YOU GET

A live, secure website or app, with a short handover on how to update your content.

5

Market and support

After launch we keep your website or app healthy and help it bring in customers through updates, backups and marketing.

WHAT WE NEED FROM YOU

Tell us about changes you need, whenever you need them.

WHAT YOU GET

Ongoing support, backups and help growing your traffic, on a plan that suits you.

Before we start

Helpful to have ready

- Your business name, logo and brand colours (or tell us if you need a logo designed).
- A few websites or apps you like, and what you like about them.
- The pages, screens and features you need, for example online payments, booking or a blog.
- For apps: the platforms you need (Android, iPhone or both) and any developer accounts you already have.
- Your domain name if you already own one, or three name ideas if you don't.

How we keep you informed

Throughout your project

- Weekly progress updates by email or WhatsApp.
- Kick-off, design reviews and handover on video calls, at times that suit you.
- A shared project board you can open any time to see what is done, what is next and what we need from you.

Start your project

For a website, fill in the **Website Design Proposal Form** on our website (Services, then Website Design Proposal Form). For an app, use **Request a Quote**. We review every request and send a tailored proposal with a fixed price within two working days.

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