



DIVERSITY TECHNOLOGIES

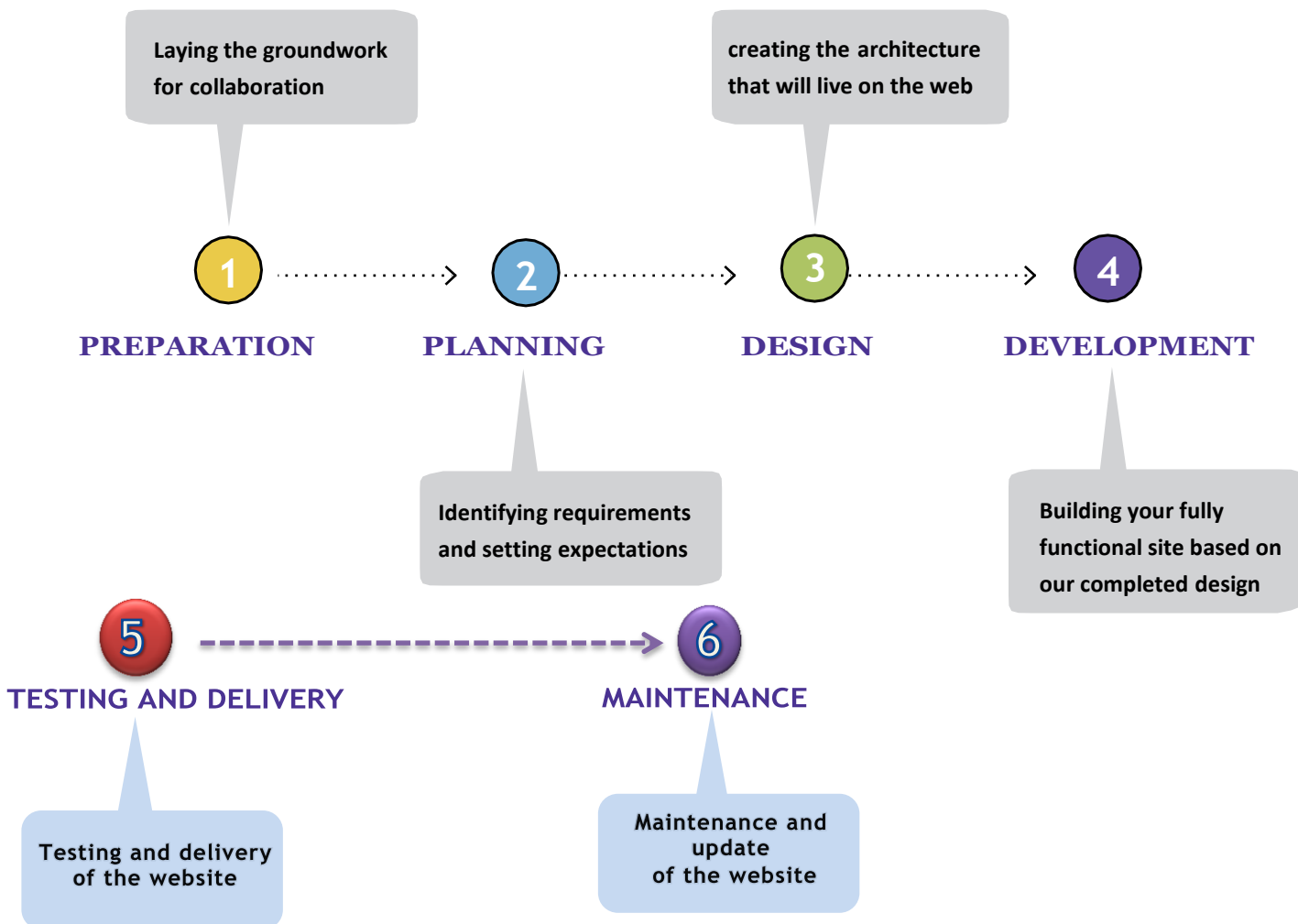
Website Design Process

OVERVIEW

Every web project is a close collaboration between us and our clients. Your participation ensures that the final product matches your vision as closely as possible. This document explains our process and what we need from you at every step—and also tells you what you can expect from us.

Before we start work, we'll discuss with you what lies ahead. Each web project progresses through six phases: preparation, planning, design, development, Testing & Delivery, and maintenance.

Each phase has its own unique requirements, and this document explains what we do, what we need from you, and how we work together step by step.

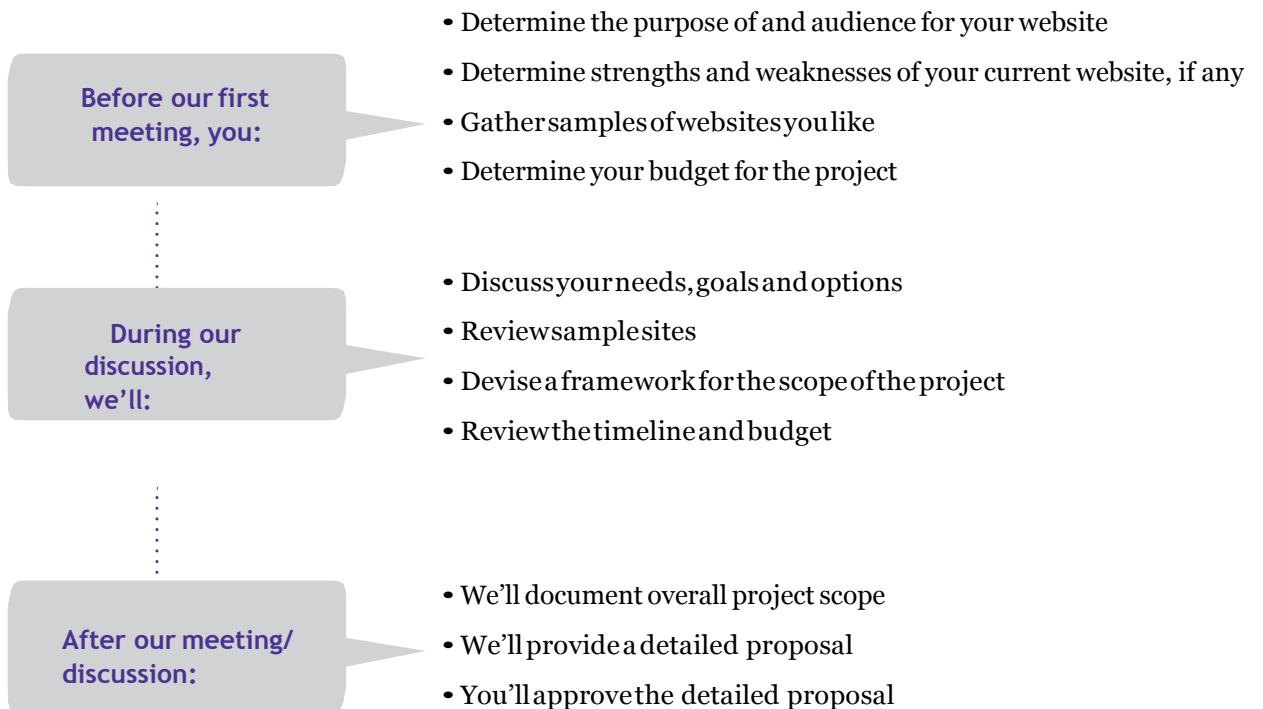


1

PREPARATION

Before we can think about what your web site will look like or how it will work, we need to discuss with you what you want, who you need to reach, and important parameters like time and budget. The more you can tell us, the smoother this process will be—and the better your website will look and work in the long run.

CHECKLIST



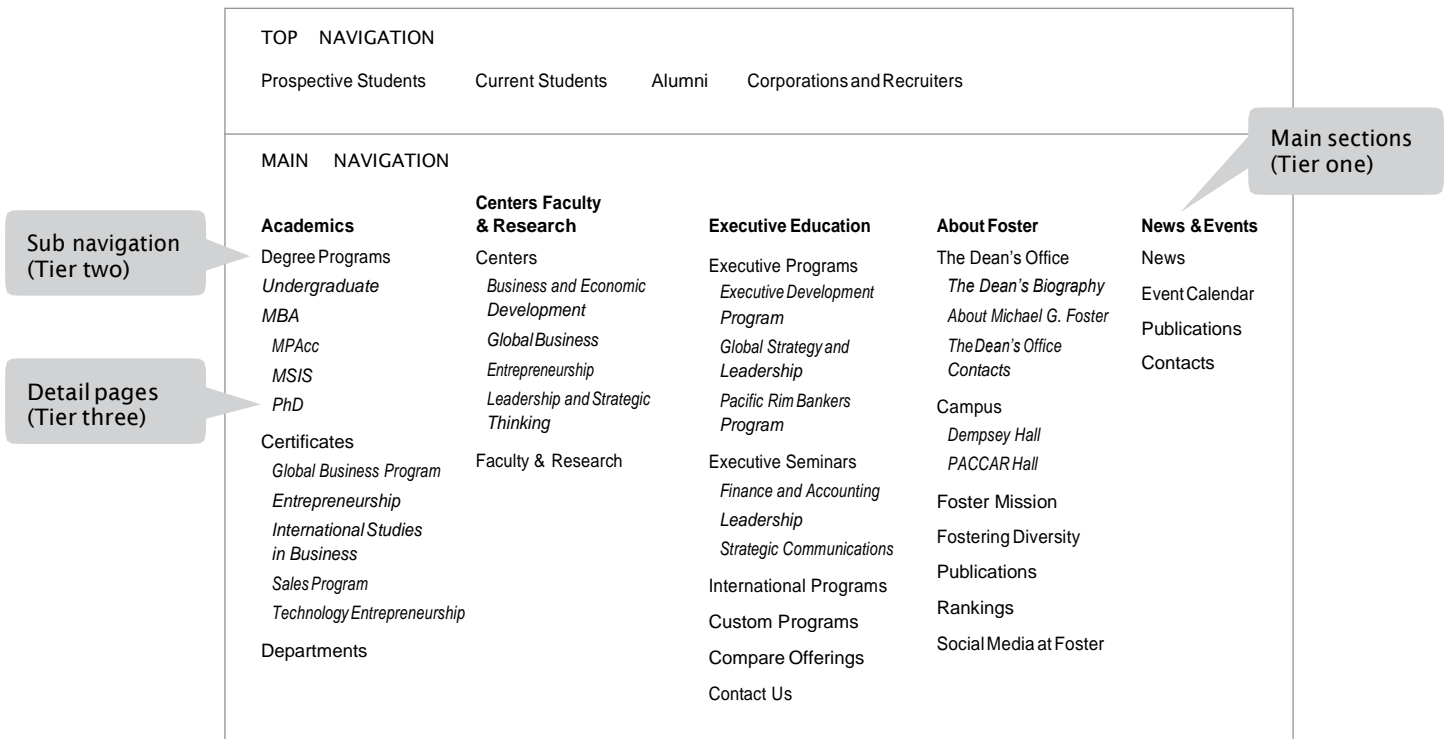
GOALS:

- Determine fundamental needs and goals of the project
- Create library of sample sites
- Develop initial budget estimate
- Approve project proposal based on preliminary estimate

2

PLANNING

Now that we've decided on the scope of the project, it's time to flesh it out so we can bring it to life. Together, we further detail your requirements, determine a site outline, and collect important assets such as images, videos, written content, and databases.



SAMPLE WEBSITE OUTLINE We'll work together to create an outline like this that will list pages to build and show how users will navigate between them when the website is live.

PLANNING CHECKLIST

- You identify pre-existing assets and resources (photos, videos, text, databases)
- We document, prioritize and finalize project needs and goals
- We revise the estimate (if necessary) and develop a work schedule
- You approve the project and provide upfront payment

GOALS

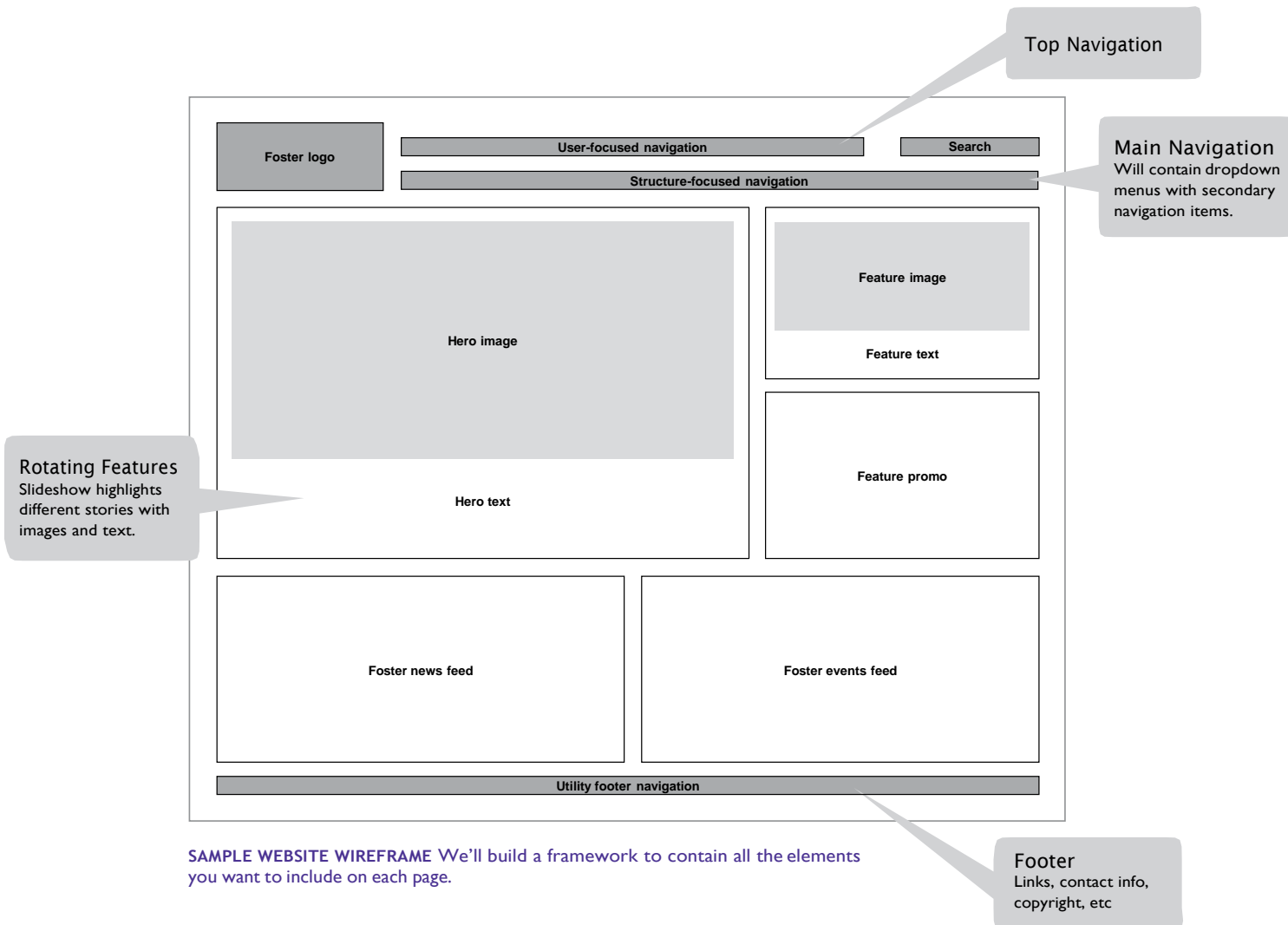
- Finalize needs and goals
- Finalize work schedule and estimate
- Create catalog of project assets and resources



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DESIGN: WIREFRAMES

At the planning stage, we'll determine whether or not wireframes will aid site development. If so, the design process starts with the home page wireframe, a collaborative effort which illustrates all the elements that need to appear on the page and how they will function. We will also create wireframes for additional pages that have unique content.



WIREFRAME CHECKLIST

- We gather final site outline, hierarchy, and desired page elements
- We define page locations for these elements

GOAL

- Commencement of the project design



3 DESIGN: INTERFACE

After the wireframes, we begin to design the interface. Using your content, we will create the unique look for the page(s) and all of its elements.

Rotating Features Slideshow highlights different stories with images and text.



Top Navigation

Main Navigation Will contain dropdown menus with secondary navigation items.

Footer Links, contact info, copyright, etc

SAMPLE WEBSITE INTERFACE We'll design sample web pages using placeholder content so you can evaluate the look and feel of your site.

INTERFACE CHECKLIST

- You provide final assets used in design like images and written content
- We design your site including home page design options, unique sublevel pages and supplemental features

GOAL

- Create and approve final design



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DEVELOPMENT

By now, your site has been designed, so we can start to build it into something your audience can visit and use. We will import the final content into your site as it is developed and we'll install back-end features like database connectivity and custom apps where necessary. At the end of this phase, your new site will be live and ready for visitors.



SAMPLE FUNCTIONAL SITE PAGE In the final stage, we'll develop your fully functional website.

DEVELOPMENT CHECKLIST

- You provide all final content and data
- We review custom tools and features
- We build all content pages
- We test site functionality
- You assist with testing and provide final feedback and revisions where necessary
- We deliver your final site

GOAL

- Build your site and prepare it for launch



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TESTING AND DELIVERY

At this point, we will attend to the final details and test your website. We will test elements such as the complete functionality of forms or other scripts, as well as testing for last minute compatibility issues and responsiveness (viewing differences between different web browsers), ensuring that your web site is optimized to be viewed properly in the most recent browser versions and across different devices.

As part of testing, we will check to be sure that all of the code written for your website validates. Valid code means that your site meets the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

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MAINTENANCE

The development of your web site is not necessarily over, though. One way to bring repeat visitors to your site is to offer new content or products on a regular basis. We will be more than happy to continue working together with you, to update the information on your website. We offer update packages at discount rate.

If you prefer to be more hands on, and update your own content, there is something called a CMS (Content Management System such as wordpress) that can be implemented to your website. This is something that would be decided upon during the Planning stage. With a CMS, you will be able to maintain and update your website at your convenient after delivery.

A web site driven by a CMS gives you the ability to edit the content areas of the web site yourself. You are given access to a back-end administrative area, where you can use an online text editor (similar to a mini version of Microsoft Word). You'll be able to edit existing content this way, or if you are feeling more adventurous, you can even add new pages and content yourself. The possibilities are endless!

It's really up to you as far as how comfortable you feel as far as updating your own website. Some people prefer to have all the control so that they can make updates to their own website the minute they decide to do so. Others prefer to hand off the website entirely, as they have enough tasks on-hand that are more important for them to handle directly.

If you have any further questions, please don't hesitate to contact us.

