



Mueting Media

Website Development Process

<u>Phase</u>	<u>Tasks</u>
Information Gathering & Content Review	<ul style="list-style-type: none">• Gather client's goals and objectives for their business and their web site• Gather web site requirements<ul style="list-style-type: none">○ Target audience○ Functionality requirements○ Existing or new web hosting requirements○ Existing or new domain names• Assemble and review all content sources supplied by client (graphics, movies, articles)• Collect client's marketing materials (brochures, stationery, data sheets, point-of-sale cards, ads, etc.)
Information Design	<ul style="list-style-type: none">• Create content outline• Create website storyboard• Determine site colors• Determine font styles• Determine downloadable resources• Submit design and project plan to client. Once approved, begin development
Development	<ul style="list-style-type: none">• Create one page design and get client approval re: look and feel• Create templates and test for usability• Client submits written content based on content outline• Organize and edit content for completeness and style• Create and/or purchase graphics as necessary• Optimize and size photos for web display• Create Flash movies (if necessary)• Create PDF files for downloadable materials• Set up web hosting account• Format content in HTML, upload to testing server and submit for client review• Client content review – one review cycle only• Client submits changes• Incorporate client feedback - one edit cycle only
Testing and Implementation	<ul style="list-style-type: none">• Perform quality (QC) on final web site via web host's test server• Client tests site and gives OK to post site• Move site from testing server to online posting server