envisionworks®
M A R K E T I N G
Where bright ideas emerge

DESIGN & DEVELOPMENT PROCESS

Every web project starts with collective planning and brainstorming. Our development process allows us to build you an effective web site that outlines each phase of your site from the planning phase right up to the final launch.

1. Planning Phase
We will meet with the customer to create a list of goals, visual ideas and functions of the project. We will also create a site map or job outline to be developed in order to determine the appropriate navigational structure and any necessary media requirements.

2. Concept Phase
After the navigational structure is established; we gather any media items such as photos, logos and graphics and will create design mockups. These are presented first as static images in order to provide visual impact before any working web (HTML, PHP, ASP, etc.) pages are completed.

3. Production
Once the creative direction has been determined, an actual working model will be created. The core interface will be formatted and the site will start to show proper interactivity. The navigation will take shape and any interactive features will be finalized and implemented. Templates will be finalized for the data driven sections and the site will be put onto a working server for review.

4. Content formatting
All information outside of dynamic data driven pages will be added at this time, including: Contact forms, static content and images.

5. Database development & programming
In the event your site requires a dynamic database we would apply any backend programming to the new site design to facilitate database integration.

6. Testing
Prior to the site going live, we will test all aspects of your site to ensure proper functionality and navigation.

7. Deployment
After the working model is revised and approved, we launch the final site.

PROGRAMMING TECHNOLOGY

Development of the website will utilize either PHP or ASP for cross-platform compatibility and seamless interaction with a MySQL or SQL database providing a dynamically interactive and informative site. This process will also facilitate maintenance as the site grows.

HOSTING SOLUTIONS

We can provide hosting for your website and email if necessary.