



TYPICAL PROCESS – WEB DESIGN

The project timeline can be accelerated or lengthened based on your internal goals and schedules, a typical timeline looks like:

Week 1: STRATEGY

We'll kick off the project with a meeting to review your high level site goals, target audience, information architecture, and brand assets. Based on this meeting we will prepare wireframes for the new site to guide design strategy. Wireframes will go through one round revisions.

Week 2-3: DESIGN

Based on information gathered in the Strategy phase of the project, we'll present a mood board to guide the look and feel of the design. Feedback will be incorporated until we have finalized the general look and feel of the site.

After this we will create design templates (either desktop or mobile, whichever you prefer) for the pages identified in the strategy portion of the process. Design templates will go through two rounds of client review and revisions, wherein we encourage setting up separate meetings, one to present our designs, and another to receive your feedback.

Week 4-5: DEVELOPMENT, TESTING & LAUNCH

After templates are signed off on, we will go to work implementing all site copy and images, setting up the functionality features of the site, ensuring that all designs are optimized for desktop, tablet, and mobile, and testing that everything is functioning as expected.

Simpler Site will support all technical aspects related to site launch. Training can be handled virtually at this time as well if desired.