

Web Development.

Elevating your digital presence

The Process, Step by Step.

01

Let's talk

02

Proposal

03

UX Discovery

04

Information
Architecture

05

Wireframing

06

Stylescapes

07

Page Designs

08

Development

09

Testing & QA

10

Training & Content

11

Final Testing
& Launch

12

Grow & Support



Step 1.

It all starts with a conversation





Let's talk.



We invest time to understand your business goals, user needs, and technical requirements, ensuring your new website delivers results that drive your success.

Here are a few things we might chat about:

1. Your business objectives, growth ambitions, and success metrics
2. Who your users are, and what they need from your website
3. The right technology for your specific challenges
4. Performance, scalability and seamless usability
5. Maintenance and monitoring to support future growth





Step 2.

Shaping your vision





Your proposal.

With a clear picture of your objectives, we produce a detailed plan. We define your full project scope, budget and a realistic timeline. You'll receive a detailed proposal that provides total clarity on what we will build, how long it will take, and exactly what you are investing in.





Step 3.

Understanding the landscape





UX Discovery. ←

Through stakeholder interviews, competitor benchmarking, and user research, we assess your current digital experience and identify opportunities to enhance it.





Step 4.

Building the blueprint





Information Architecture.

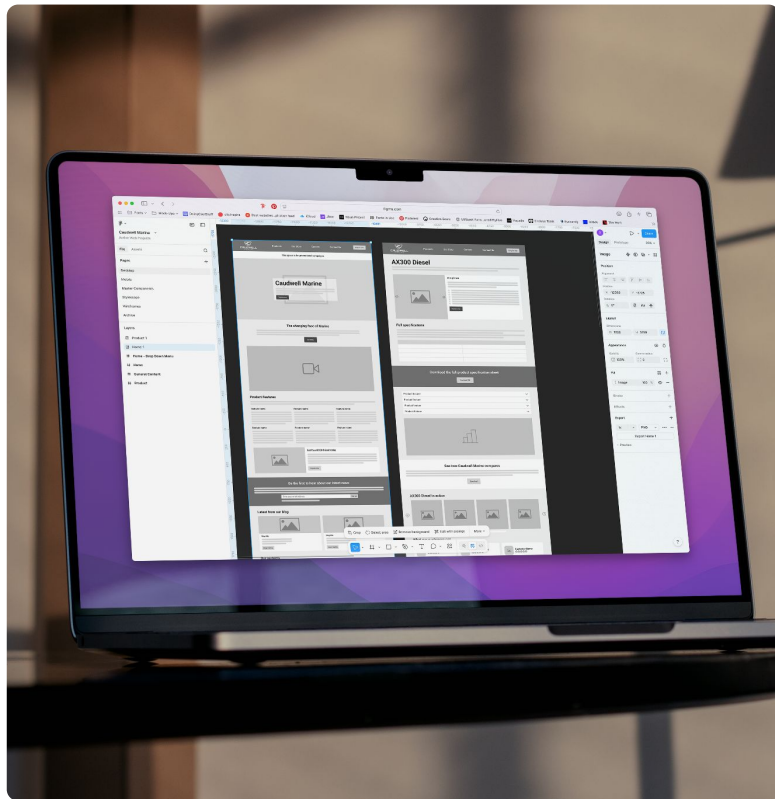
We build a sitemap which identifies the scale of the website, the structure of different page and post types, and helps inform UI decisions such as navigation.



Step 5.

Laying the foundations





Wireframing.

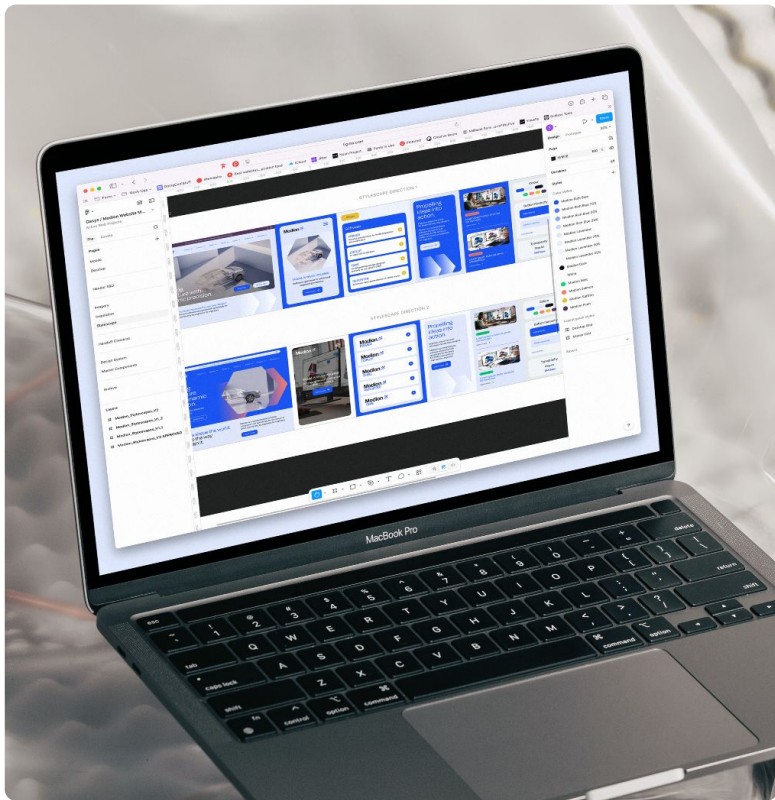
We create greyscale “blueprints” of key pages for both mobile and desktop users, aligning content hierarchy with the desired user journeys.



Step 6.

Defining the direction





Stylescapes. ←

Before we design all key pages, we create visual mood boards that show how your brand colours, fonts, and imagery will come together to form a coherent user interface that aligns to your brand style and tone of voice.

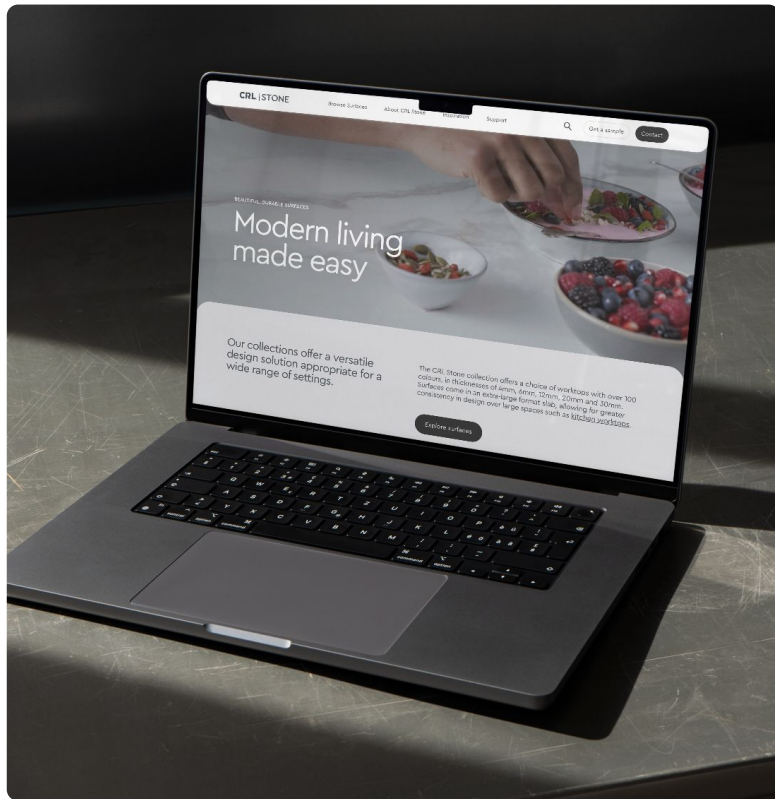




Step 7.

Crafting the experience





Page Designs.

Based on the approved stylescape, we craft full visual mock-ups of the key pages we wireframed, incorporating best UX and accessibility practices.





Step 8.

Building the platform





Elevated Digital Presence for Ambitious Brands



Step 9.

Polished to perform





Testing & QA.



Prior to launch we perform extensive testing across different browsers and devices. We check everything from page load times to security protocols and accessibility standards, ensuring a flawless experience from the moment you go live.

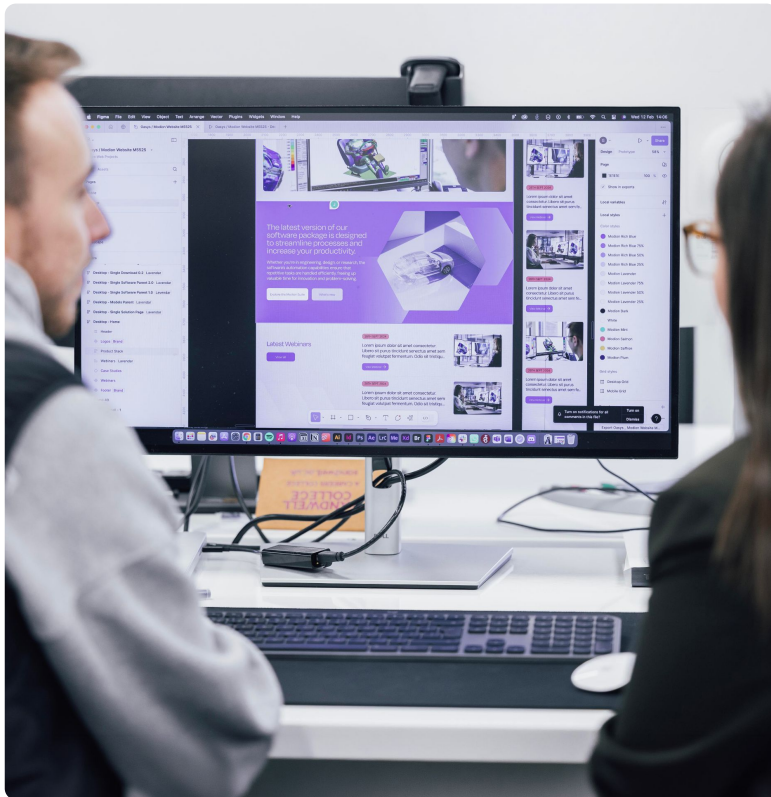




Step 10.

Putting you in control





Training & Content.



We set up your Content Management System (CMS) and train you on how to use it. We also provide a handy reference guide for you to refer back to.





Step 11.

Ready for launch





Final Testing & Launch.



We carry out any final browser and device specific testing, before setting up your analytics and preparing your website to go-live on the agreed date.





Step 12.

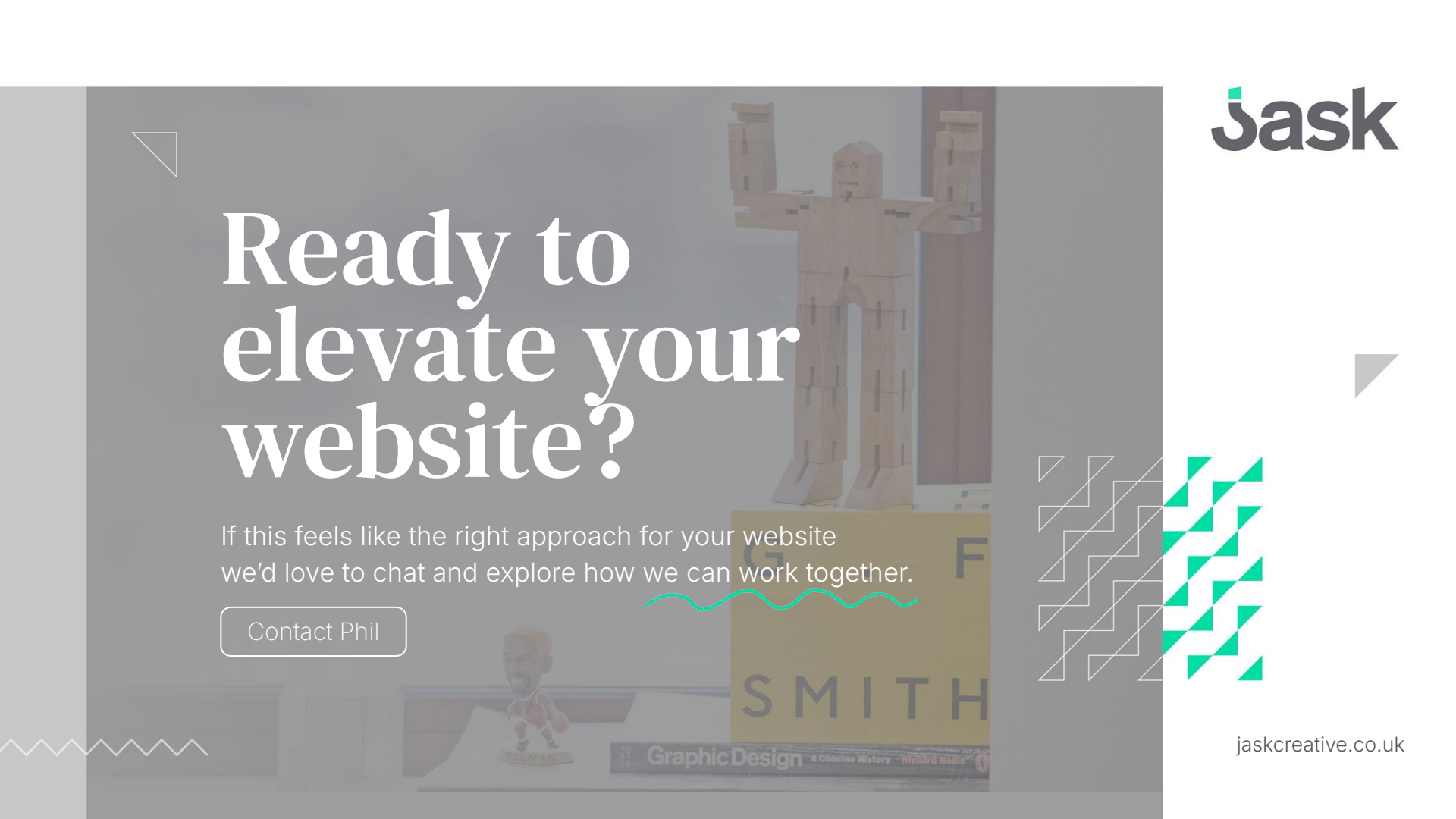
Built to evolve





Grow & Support.

We provide secure hosting and ongoing technical support to ensure your site remains fast and secure. As your business grows and your goals change, we are here to help you evolve your digital presence, ensuring your investment continues to deliver value.

The background of the slide is a faded image of a museum display. It features a tall, abstract sculpture made of wooden blocks, a small figurine of a man in a red shirt, and a book titled "Graphic Design: A Concise History" by Richard Hollis. The text "SMITH" is visible on a yellow panel.

Ready to elevate your website?

If this feels like the right approach for your website
we'd love to chat and explore how we can work together.

Contact Phil