Phases of Web Site Design and Development

To get your site up and running TM3 follows a proven six phase process. From information gathering to planning, design, building the site, testing and delivery, maintenance.

Phase One: Information Gathering

The first phase in designing your new website will be finding out what the purpose of the website will be.

Things you should consider:

- *The Purpose*
  What is the purpose of the site? Do you want to provide information, promote a service, sell a product... ?

- *Goals*
  What do you hope to accomplish by building this web site? Two of the more common goals are either to make money or share information.

- *Target Audience*
  Is there a specific group of people you are targeting? – this will help us determine the best design style for your site.

- *Content*
  What kind of information do you expect your audience to be looking for? Are they looking for specific information, a particular product or service...?

Phase Two: Planning

Using the information gathered from phase one, we will put together a plan for your site.

Here we develop a site map. This gives us a guide as to what content will be on the site, and is essential to developing a consistent, easy to understand navigational system. This is also the point where we decide what technologies should be implemented – interactive forms, CMS (content management system) such as Wix, etc.
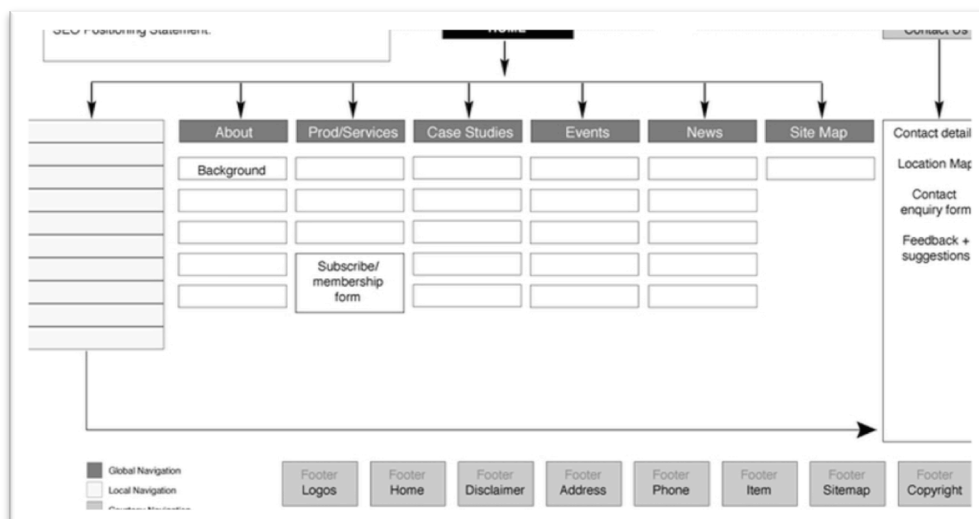
Phase Three: Design

Drawing from the information gathered up to this point, we determine the look and feel of the site. Target audience is one of the key factors taken into consideration here. A site aimed at teenagers, for example, will look much different than one meant for a financial institution. We also incorporate elements such as the company logo or colours to help strengthen the identity of your company on the web site.

In this phase, communication is crucial to ensure that the final web site will match your needs and taste. We work together in this way, exchanging ideas, until we arrive at the final design for the site. Then development can begin…
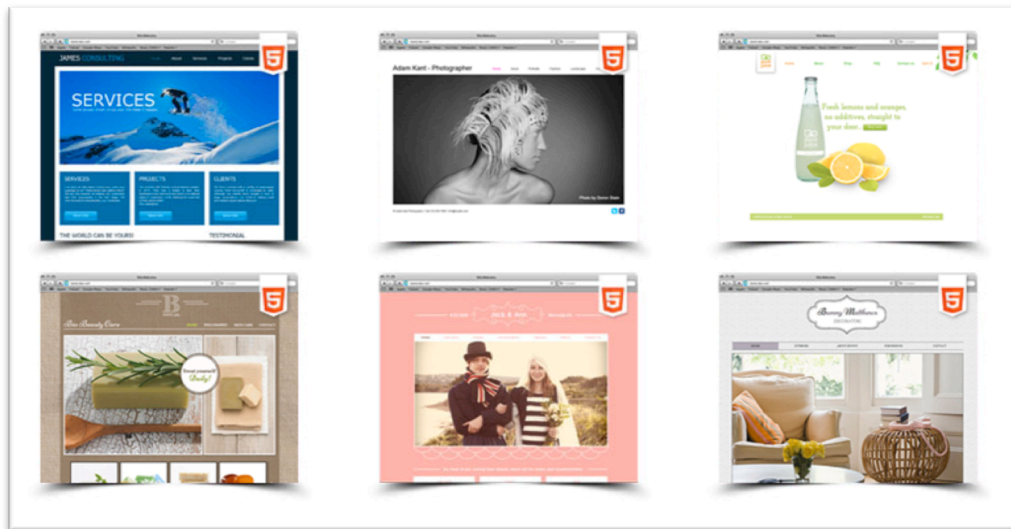
Phase Four: Development

This is where the web site itself is created. We also take the content and distribute it throughout the site, in the appropriate areas.

This entire time, you will continue to be able to view your site and suggest any additional changes or corrections you would like to have done.

Phase Five: Testing and Delivery

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

Once we receive your final approval, it is time to deliver the site. We upload the files to your server – in most cases, this also involves installing and configuring Wix, along with a core set of essential plugins to help enhance the site. Here we quickly test again to make sure that all files have been uploaded correctly, and that the site continues to be fully functional. This marks the official launch of your site, as it is now viewable to the public.

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Phase Six: 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. If this interests you, we will be more than happy to continue working together with you to update the information on your web site. We offer maintenance packages at reduced rates, based on how often you anticipate making changes or additions to your site.