

THE DESIGN APPROACH

01	02	03	04	05
define	structure	design	build	measure
				test and iterate
discover gather information understand your audience analyze your industry	content plan audit existing content outline new content create delivery plan	create review site goals develop concepts design for the user design presentation	prepare assess project status establish guidelines set file structure	deliver production styleguide create handoff packet conduct post mortem
plan create a project plan set the budget create schedule assign team set up stage plan for testing	structure site create sitemap set naming conventions	confirm create HTML protosite test functionality	build slice and optimize create HTML templates implement light testing populate pages integrate backend	launch prepare announcement plan register with search engines launch site
clarify set high-level goals prepare creative brief kick off the project	structure pages create wireframes address navigation naming & labeling define user tasks	hand-off create graphic templates create design style guide	test create a QA plan prioritize and fix bugs conduct final survey	maintain maintenance team capabilities internal maintenance develop maintenance plan measure success confirm site security