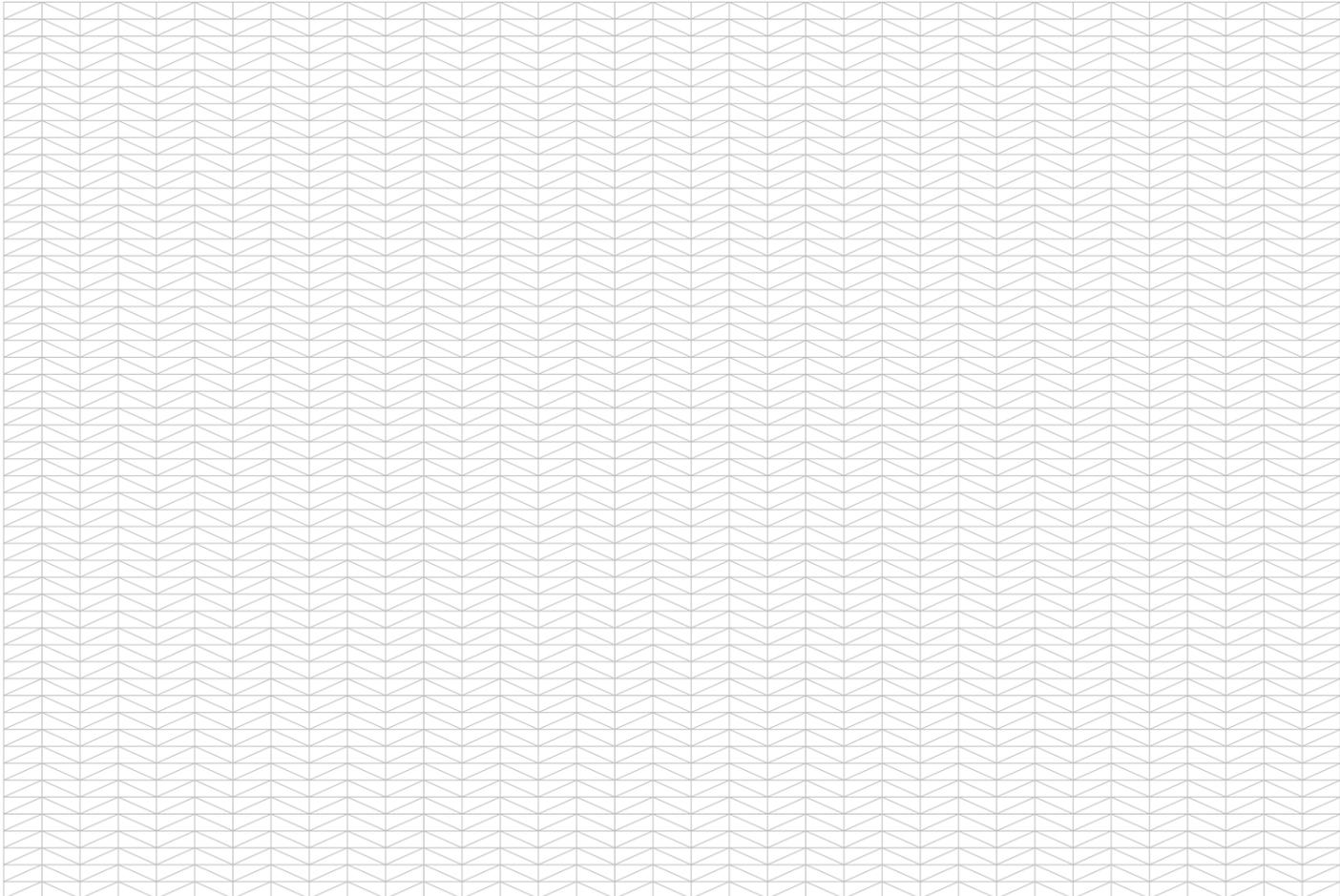


Created by Myth | 3 Arthur Street, City Rise, Dunedin | 0800 54 50 50 | office@myth.co.nz | www.myth.co.nz
© Copyright 2016. All rights reserved.

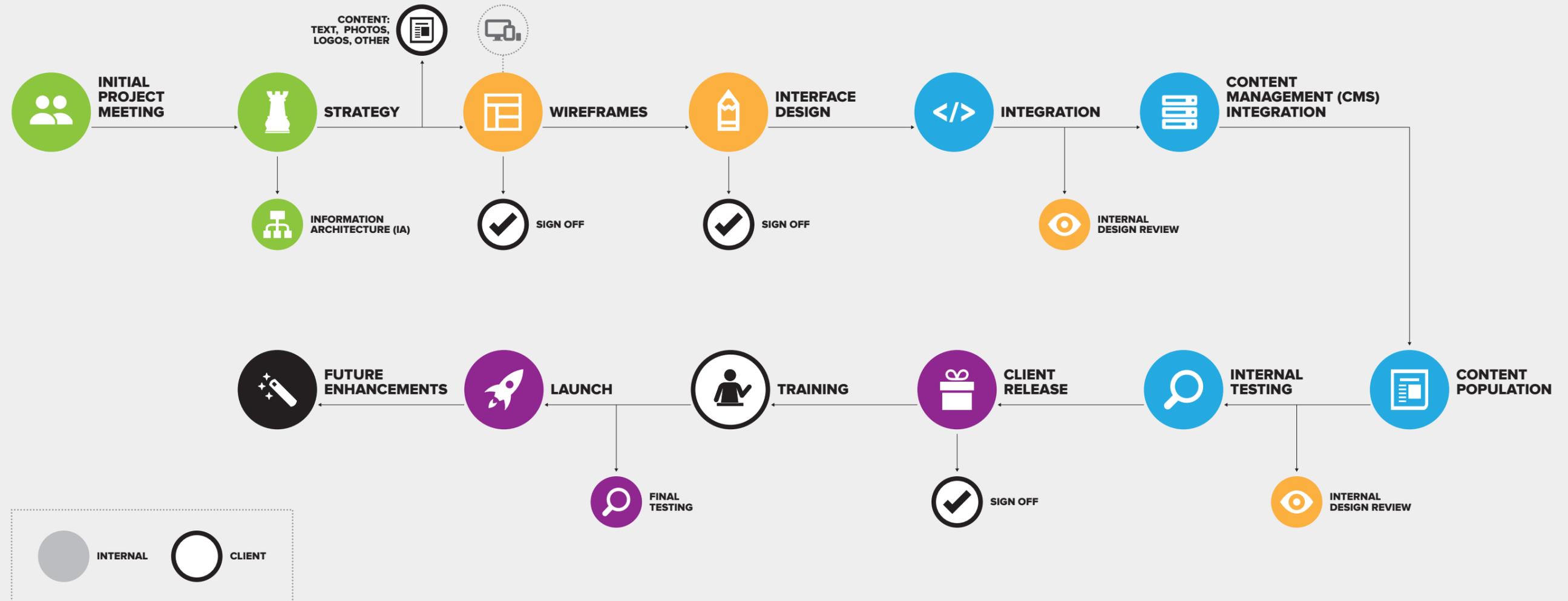


MYTH DIGITAL &
BRAND AGENCY

Designer Series Websites

Process Guide

DESIGNER SERIES WEBSITES - PROCESS GUIDE



PLANNING ●

Planning is crucial to your website project being successful. It enables us to provide the best solution for your needs, give accurate costing, and effective ideas.

MYTH will meet with you to discover insights about your business, and define goals and objectives for the website. During this time we will plan the website structure, features, and required resources such as copy and photography.

Once we understand the requirements for the website, a proposal will be drafted that outlines budget, timeline, roles and responsibilities, and a service agreement. Projects are confirmed once the proposal is agreed upon, the service agreement has been signed, and an initial deposit amount is paid.

DESIGN ●

The website design process is both an art and a science. It calls into play considerations of brand impression, visitor usability and sales orientation. Our designers and digital strategists will meet with you at this stage to gather insights for design, including goals and objectives, target audience(s), segmentation, user needs, brand image and personality. Your existing brand and marketing collateral is reviewed, so too are your competitors' websites.

We request that all website content is supplied or refined by our internal copywriters, before moving on to design your website. Our designers will work on wireframes and/or an initial 'mockup' of the website design over a 2-3 week period. You will be able to view the wireframes and/or mockup at 'Client release', which is your opportunity to provide design feedback before the website is built. There may be some iteration of the design concept based on your feedback, before a final concept is provided for sign-off.

DEVELOPMENT ●

The development stage begins concurrently with design. Our development team begin by setting up the website technology chosen for your project. This includes features such as the Content Management System (CMS).

Once you have signed off the design concept, our developers code the design (integration) into website templates for the main page layouts. We set up the site on a development server so we can test each piece of functionality and implement the content. This stage of the process is hands-off for you, as our development team bring your website to life.

LAUNCH ●

Our team completes a final review and check of the site before providing you with a link to review the site in the testing environment. We'll ask for your feedback and some final tweaks may be completed.

Training is then provided so you can learn how to use the Content Management System and other website features. We ask for your final sign-off before making the website live.

Prior to launch, our search engine specialists ensure the site is optimised and submitted for all major search engines. The site performance is reviewed after one month, when we get together to develop a digital game plan for your business going forward.