on today's video i'll show you the exact

step-by-step start to finish process

i used to design this website for my

client w this is a project

that the web design and brand was ten

thousand dollar and i'll show you

exactly how we did this

in under five minutes let's rock and

roll

[Music]

hey everybody what is up my name is ron

segal i'm a designer and i know you

don't have a lot of time so that's why

i'll try to compress the whole process

that actually took a couple of months

into under five minutes let me start the

clock

by the way if you want to know more

about this process we actually created a

full-on documentary about this process

for the website of w so check the links

below if you want to see the full on

documentary but now the clock is running

so let's get started

the first step

in this process like almost every

process for every website or a project

that we do for clients

started off with a strategy session the

strategy session is where we try to get

to know the clients we're trying to

align

who they are what they want to achieve

and how to express this

visually on their website or on their

brand it goes on to

cover things like who they are what

their story and missions

are what what makes them unique we're

using the online statement to understand

how they are different

we're trying to understand who their

target audience is

what their offering is how they are

trying to communicate

and just try to understand who they are

and cover all

things they want to communicate so

that's basically just trying to

understand who they are as a brand

then we spent the whole day doing this

sprouted strategy session

to get to know them and their audience

and then we did a whole

separate session just for the website

itself

so in that session we basically cover

what are the goals of the website what

do they want to achieve with this

specific website and whether the people

that are actually going to visit

this website are actually want to

achieve so what do we need to show them

we then go ahead and try to brainstorm

what content should be on the website

so i came in with my suggestions about

what should be on the website but of

course they have their own needs and

ideas

and so this is kind of a brainstorming

session about everything that needs to

go

inside the website the second thing is

we're trying to get some alignment about

what do they expect in terms of look and

feel how do they want their website to

look like

so again i came in with some references

of things that i thought

can be a good fit but this is just to

trigger them and to hear what they think

about this

of course i also encourage them to bring

out their own ideas

and this helps to get alignment and so

that when i'll

end up presenting the design i won't

surprise them and they'll be like oh no

that's completely not what we're talking

about

they'll be really i'll know what they

are expected to see and what they

are interested in seeing after we did

this

we actually split the process into one

phase we started working

on the wireframe so we used figma for

this because figma

is really great for collaborations by

the way now you can also do this with

xd but back when we did this xd didn't

have the collaboration

features so we use figma for that and

basically here you can see it's pretty

ugly but it's basically showing the

structure that i'm thinking about

and what content is going to be there

now the the great thing about

collaboration is

i can give them access to this file and

they click start editing the files

the the text here and we can start

seeing if this is enough text

for their story is this enough text for

the title

and started to get feedback from them

once we

get approval on that then we can move on

and start talking about the design

itself

so in parallel to this we presented the

actual

design so as always i do

encourage you to sell your design and

explain your design not just

show it as it is and so when it comes to

presenting

the design itself i always try to tell a

story in this case i wanted to show them

you know they already had an original

logo which was a butterfly and i wanted

to

keep that but also updated it so i

showed them how i use

the letters of double and you abstract

them to create some kind of a new flower

that also represents holding hands or

kind of an upside down heart

and so this would be a good fit for them

using colors that would be

bold and aligned with what they're want

to

show this is basically how we

demonstrated it on multiple

applications including the website and

social media and all that kind of stuff

after

they approved this we went ahead and

applied the design itself

on the figma file now if you structured

your wireframes correctly

this is as easy as changing the styles

adding some colors and replacing the

images because you basically already

have the structure

for the website once this face is

approved

we go into webflow to actually develop

this now the way i do this in webflow is

i always start off with a style guide

which basically means

i'm putting in all the typographic

styles and colors

so that basically all i'll have to do is

copy and paste them to structure the

actual website

and i start with the home page i

structure all the

content i make sure that it's you know

mobile responsive

and then basically just duplicating this

page and changing the content

for the rest of the pages that's

basically it and i think i did it in

under

five minutes but i'm pretty exhausted

and i feel like i spoke

super super fast so i hope you found

this useful to kind of get

the overview of working with a client on

a website and brand project to get it

from start

to finish if you're interested in oh

good

this is a timer for the five minute

that's up if you're interested to dive

more

into this topic we do have a full-on

course the 10k website process which you

can check

also below and hope that was helpful i

will see you on the next

video bye bye