

# Website Creation Pipeline - Checklist

## IDEATION

- ☐ Define the purpose and goals of the website (informational, portfolio, e-commerce, etc.)
- ☐ Identify target audience and key user needs
- ☐ Write a brief outlining content, features, tone, and objectives
- ☐ Sketch thumbnail layouts for homepage and key internal pages
- ☐ Create a basic sitemap outlining main pages and navigation flow
- ☐ Develop wireframes for structure and content placement
- ☐ Compile references or mood boards for visual style inspiration

## PROTOTYPING

- ☐ Build page structure using standard layout tools or code
- ☐ Insert placeholder content (text, images, buttons)
- ☐ Establish consistent navigation and page templates
- ☐ Apply visual styles including colors, typography, and spacing
- ☐ Ensure layout adapts for different screen sizes (responsive design)
- ☐ Link pages and confirm all buttons and menus work correctly

## TESTING AND TRIALLING

- ☐ Check layout and readability across devices (mobile, tablet, desktop)
- ☐ Test all links, forms, and interactive elements
- ☐ Validate HTML and CSS for coding accuracy
- ☐ Optimize images and assets for fast loading
- ☐ Gather feedback from users or peers and revise accordingly
- ☐ Ensure accessibility considerations are addressed (contrast, alt text, focus states)

## EVALUATION

- ☐ Review if site fulfills the original goals and user needs
- ☐ Analyze usability, visual consistency, and performance

- ☐ Document challenges faced and solutions found
- ☐ Gather user or stakeholder feedback for future iterations
- ☐ Prepare final documentation, source files, and deployment notes
- ☐ Organize backup of final files and working versions