**Web Design – The 6 Stages of A Web Design Project**

Step 1: Proposal – Purpose, Performance Indictors (Measurable success)

Each web design project relates to what you want your site to achieve. The main key to a successful web design is to ensure you have a detailed spec and excellent brief so you understand exactly what you want your site to achieve

Step 2: Wireframe - Site Structure and How the site is going to work.

Wireframes helps under the content that will be on that page, the structure, the user flow and how the sited is going to work without any of the finishing design. You need to work out these aspects before finalising the aesthetics. It is more important to establish functionality in order to achieve many goals laid out in your purpose.

Step 3: Look and Feel – Understand brand Values and what your company/brand wants to achieve. Achieve excellent user experience and design is true to your brand guidelines.

Your business or brand values are personal to you, which is why it is extremely to understand your brand values. This ensure excellent user experience and a design that is true to your brand guidelines.

Step 4: Development - Make design work. Front End Development – User sees. Back End Development – Resolving server and behind the scene issues.

The development stage involves taking your design and making it work. There are two types of developers: Front-end developers and Back-end developers.

Front-end developers deal with what the user will see. Back-end developers are responsible for solving any and all issues behind the scenes: your servers, various plugins and platforms your using.

Step 5: Testing – 3 types of testing (On-page testing – Testing features, User accessibility – accessible to user and works perfectly, Improving – Ongoing testing)

(Feature, User (First two steps) and Improving (Ongoing) – Working in Agile methodology)

There are three types of testing:

1. On-page testing which check whether a feature that has been designed and developed works.

2. User accessibility testing, which involve making sure everything is accessible to the user and works perfectly.

3. Improving, this is an ongoing test that involves identifying any improvements needed to your web design.

The first two types of testing are conducted prior to launch, whilst ongoing testing should be performed regularly to ensure continual refinements to your website.

Step 6: Launching – Website will never be 100% perfect, little issues can be resolved post-launch.

The final stage is launching your website. It imperative that you make sure that the goal laid out in your specification are achieved. It’s important to note that the website does not have to be 100% perfect. Technology will always be improving, which should be the same case with your website. Taking too long to launch your site can damage your brand. Minor issues can be resolve post-launch, as long as they don’t affect your brand.