Designing a website is not just coding. IT's ABOUT PLANNING

DON'T START WRITING CODE BEFORE HAVING AN IDEA OF HOW THE SITE SHOULD LOOK LIKE

DEVELOPMENT PROCESS

## 1. DEFINE THE PROJECT

- define WHO the website is for ==> yourself? A client? Agency ?

- define WHAT the website is for ==> business and user goals

- Business goal: Selling Premium Dog Food

- User goal : Finding High-Quality dog food for good price

- define A TARGET audience ==> be specific if possible and makes sense for your website

- TARGET AUDIENCE: Women, 20-40 yo, livining in Europe, over 2000E/month, passion for dogs

## 2. PLAN THE PROJECT - start thinking about the website

- PLAN AND GATHER WEBSITE CONTENT: copy (Text), images, videos, etc.

- Should be provided by the client

- Plan the sitemap

- what pages the site needs

- how they relate to one another (content hierarchy)

- Plan the sections

- based on the contenteach section on each page to convey the message to the user

- Define the WEBSITE PERSONALITY

- based on the WEBSITE PERSONALITY framework

## 3. SKETCH LAYOUT AND COMPONENT IDEAS

- Think about what COMPONENTS you need, and how you can use them in LAYOUT PATTERNS (get inspiration in other web designs)

- Get ideas out of your head: VERY VERY IMPORTANT

- PAN AND PAPER - very low fidelity - just some boxes

- Figma (design software)

- Iterative process

- keep experimenting with different components and layouts

- Don't make it perfect from the beginning

## 4. DESIGN AND BUILD

- Use decisions, content and sketches from 1, 2 and 3 and use them to DESIGN and BUILD THE WEBSITE HTML and CSS (designing in the browser)

- We already have the layout and components, so we need to design the actual VISUAL STYLE

- Visual Styles need to be based on the WEBSITE PERSONALITY, design guidelines and INSPIRATION

- use client's branding, if exists - COLORS, TYPOGRAPHY, ICONS

## 5. TEST and OPTIMIZE

- before actual lunch, we need to test and optimize the project

- Ensure the website works WELL IN ALL BROWSERS

- test on ACTUAL MOBILE DEVICES

- OPTIMIZE IMAGES

- right dimensions

- compress them

- Fix ACCESIBILITY (color contrast)

- PERFORMANCE TEST (ligthHouse in Chrome DevTools)

- SEO

## 6. LAUNCH

- share the project with the WORLD

- upload it to a hosting platform

- Free Plan - Netlify

- Buy a DOMAIN NAME - easy to write, memorable, represents the company

## 7. MAINTAIN AND UPDATE

- we need to keep the website content updated over time

- great chance for RECURRING REVENUE

- Install some Analytics SOFTWARE

- Google Analytics

- Fathom

- A BLOG

- a great way to keep users coming back

- great for SEO