In developing any project, there are many ways to approach things and many paradigms that try to address the different phases of project development/management as well as offer complete systems to guide teams through the entire project from start to finish. In this paper we will be going through the 6 stages of a web design project as recommended by Expert Market in their video “The 6 Stages of a Web Design Project - UX Design Principles”1

First, we have the proposal phase, sometimes referred to as the initiation phase. In this phase “…the idea for the project is explored and elaborated.”2 It is important that all of the stakeholders in the project work together in this stage to make sure everyone is in agreement about what they are trying to achieve with the project and how they should proceed in the following stages.

After the proposal phase those in the project that are to have a hand in developing the design and function of the site get together to essentially create a mockup that includes a very rudimentary outlook on the visual design of the site, seeks to describe how each part of the site will function, and has a sitemap outlining the content of the site.

In the look and feel stage those in the company responsible for ensuring brand continuity might go over the ideas and initial mockup of the site to make sure that any color palette, logos/icons, or imagery to be included is in line with the brand and image of the company. In addition to the visual aspects of the site, it is important that any messages conveyed by the site are in line with the values of the entity it represents, so another step in this stage might be to vet written content for these values.

When the functionality of the site, content of the site, and branding of the site have been decided, it is time for all of these ideas to be developed into a working product. In this stage your front-end developers will create the visual aspects of the site that customers and clients might see, and the back-end developers will work to implement any server-side functionality and need for networking that the site may need.

The last stage before launching the site is to test to make sure everything developed works as intended, and to make sure that the site is usable from the viewpoint of the different customers and clients that might utilize it. During this phase a QA team might go through and try to “break” the site to see if there are any functions that are broken or functions that don’t work as intended in some edge cases. Any issues that are found or improvements/changes that are decided upon during testing will be implemented by the development team before the final product is launched.

The final step in the 6 phase project development cycle is to launch the project. This is the end goal, and at this point the project is live and being used as planned. Though this is the last step, ongoing site maintenance and continued monitoring may necessitate future maintenance or changes to the site as more data about user interactions is collected. In some companies there may even be a pre-production environment that mirrors the environment of the launched site and allows developers to continue experimenting with changes and improvements to the site in a way that does not impact the live site that is being used by customers/clients.

1 *Expert Market. (2016). The 6 Stages of a Web Design Project - Ux Design Principles. YouTube. Retrieved April 22, 2023, from* [*https://www.youtube.com/watch?v=Cgst9GTfQ5M*](https://www.youtube.com/watch?v=Cgst9GTfQ5M)*.*

2 *The Six Phases of Project Management. (n.d.). Training.net. Projectmanagement. Retrieved April 22, 2023, from https://www.projectmanagement-training.net/category/six-phases/*