Web Design and Development Process

In 15 Steps

Step 1: Respond to an inquiry

Phone

Email

Social media

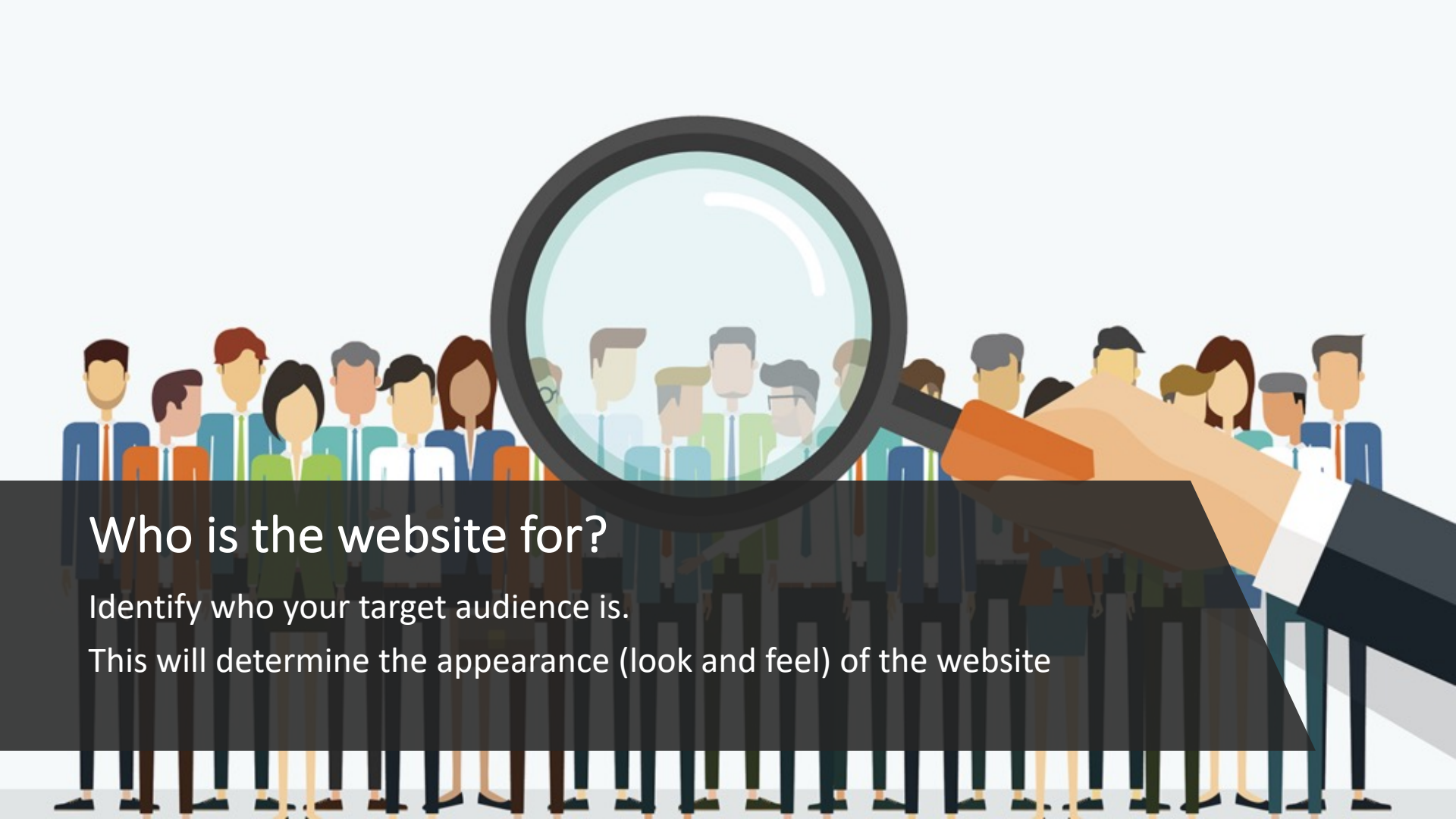# Step 2: Understand the scope of work

What do you need to get the job done?

What is the website for?
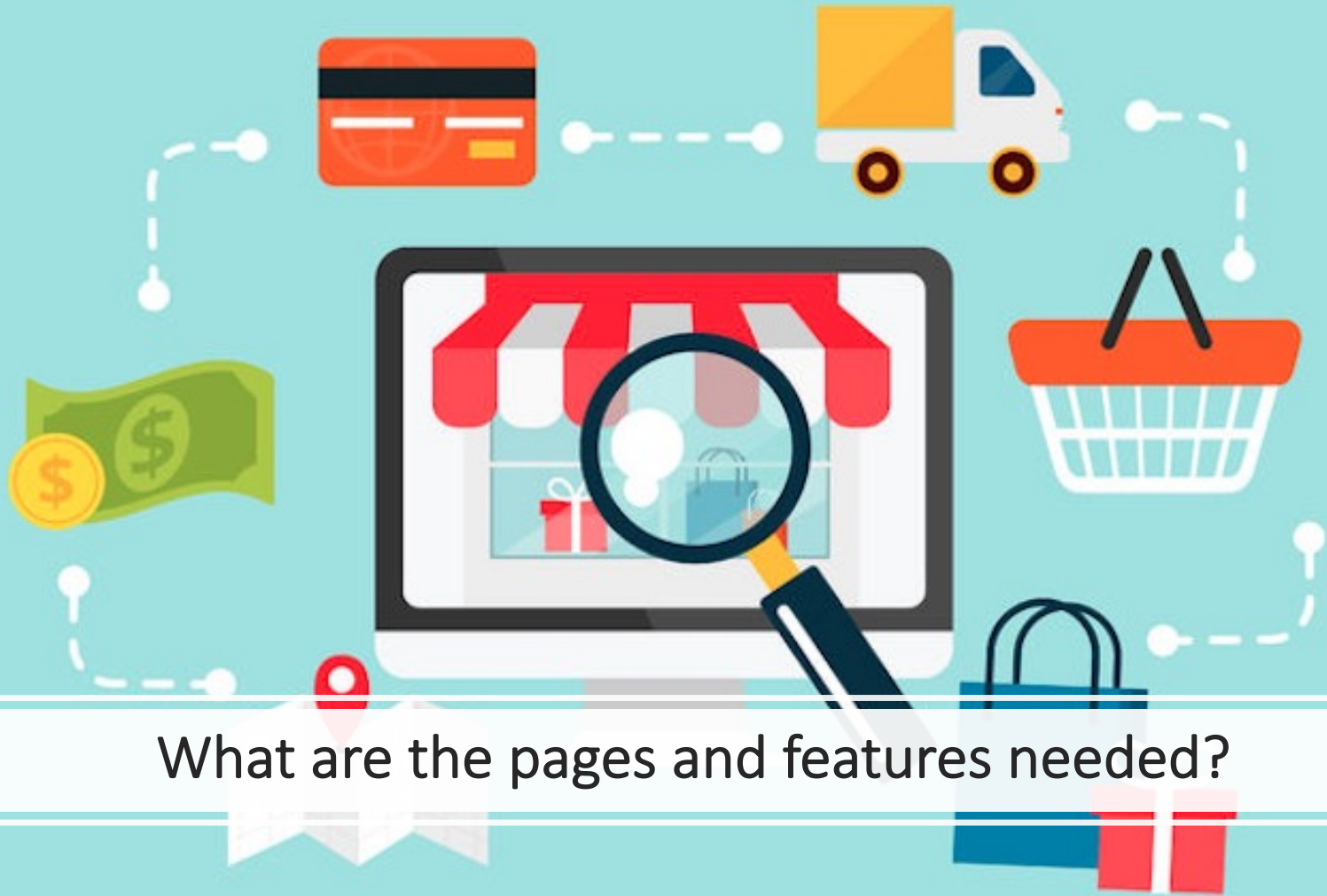
Identify the purpose of the site.

This will help in identifying the pages and features needed.

Who is the website for?

Identify who your target audience is.

This will determine the appearance (look and feel) of the website

What are the pages and features needed?

Do you need to register a domain name?

Do you need to find web hosting?

Who will provide what content?

This determines what content will come from the client and what you will need to create.

Step 3: Prepare and send a proposal

It outlines:

what you do

what the client does

how much you are charging and terms of payment

delivery time

what happens if one party decides to quit

Scope of work

What will you do for your client?

Design studies (three)

Iterations of chosen design (two)

Register the domain

Host the website

Create icons

Purchase royalty-free images

Client's responsibilities

What will the client do or provide?

- Provide content
- Provide access to web hosting
- Pay for changes in design
- Pay for purchased royalty-free images

Fees and terms

How much will the client pay and when?

Web design and development	100% full payment or 50% down payment and 50% balance
Domain registration	100% upon agreement
Web hosting	100% upon agreement
Royalty-free images	100% when approved

Ownership

Who owns what/when?

Designer / Developer owns the website until complete payment is made

Pre-termination

What happens if one party quits?

If client quits

- Designer / Developer bills for whatever is done.

- If Client is overpaid, Designer keeps the excess

- Website is transferred to the Client in whatever state it is

If Designer / Developer quits

- Same as above, but excess payment is returned to the Client

Step 4: Waiting for approval

Client will evaluate and compare your proposal with others

Step 5: Send an invoice

For the downpayment

Step 6: Gather content

Check scope of work for what you should collect, for what pages.

List down content you need to purchase or create.
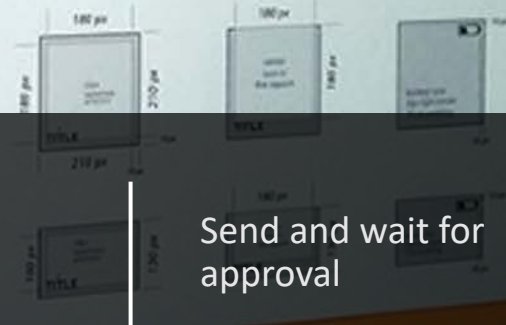
Step 7: Make a color and typographical swatch

Send and wait for approval

Step 8: Make wireframes
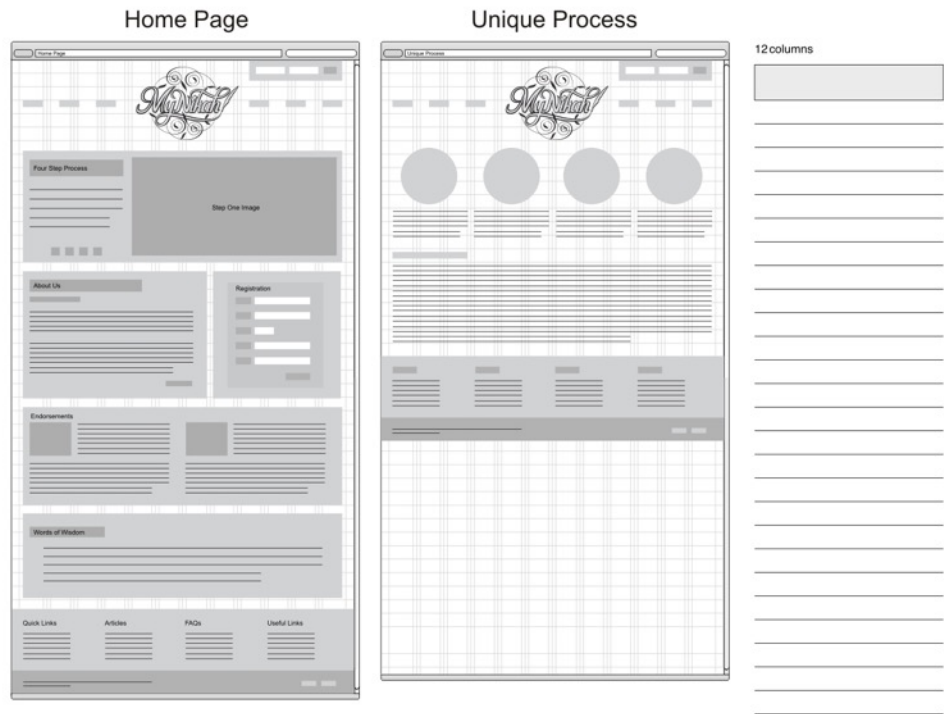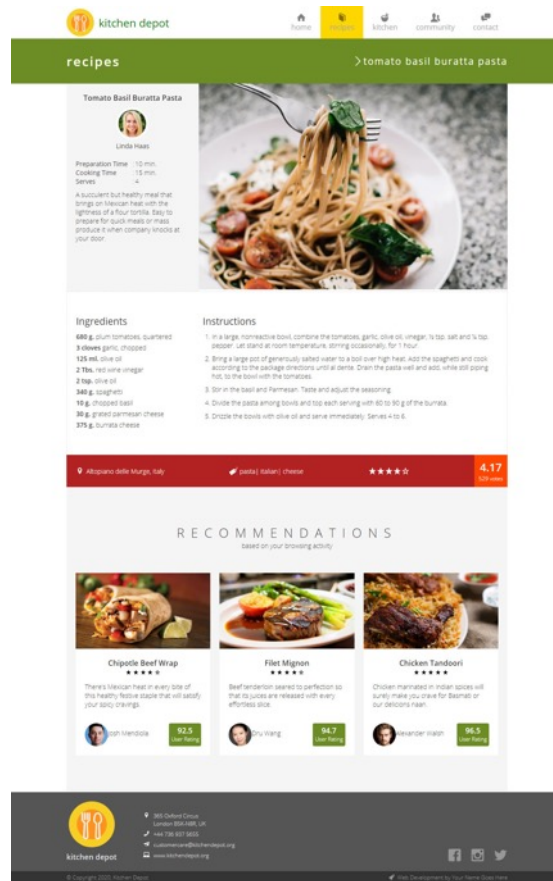
Send and wait for approval

Step 9: Make mockups

Send and wait for approval

Step 10: Develop the website

It is time to start coding!

Step 11: (Alpha) Test your website

Check how your website appears on your computer and device.

Make sure there is no wrong spelling, all links work, all images appear correctly, etc.

Step 12: (Beta) Test your website

Upload it and make a user test it.

View it through the internet to check for issues. Then fix them if any.

Step 13:
Launch the website

Make it live and let the whole world see and use it

Step 14: Bill the client

Invoice for the balance of payment and other costs that may have been incurred

Step 15: Transfer ownership

Give to the client all the files he/she owns, including raw images that were purchased and paid for

Thank you for listening