



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

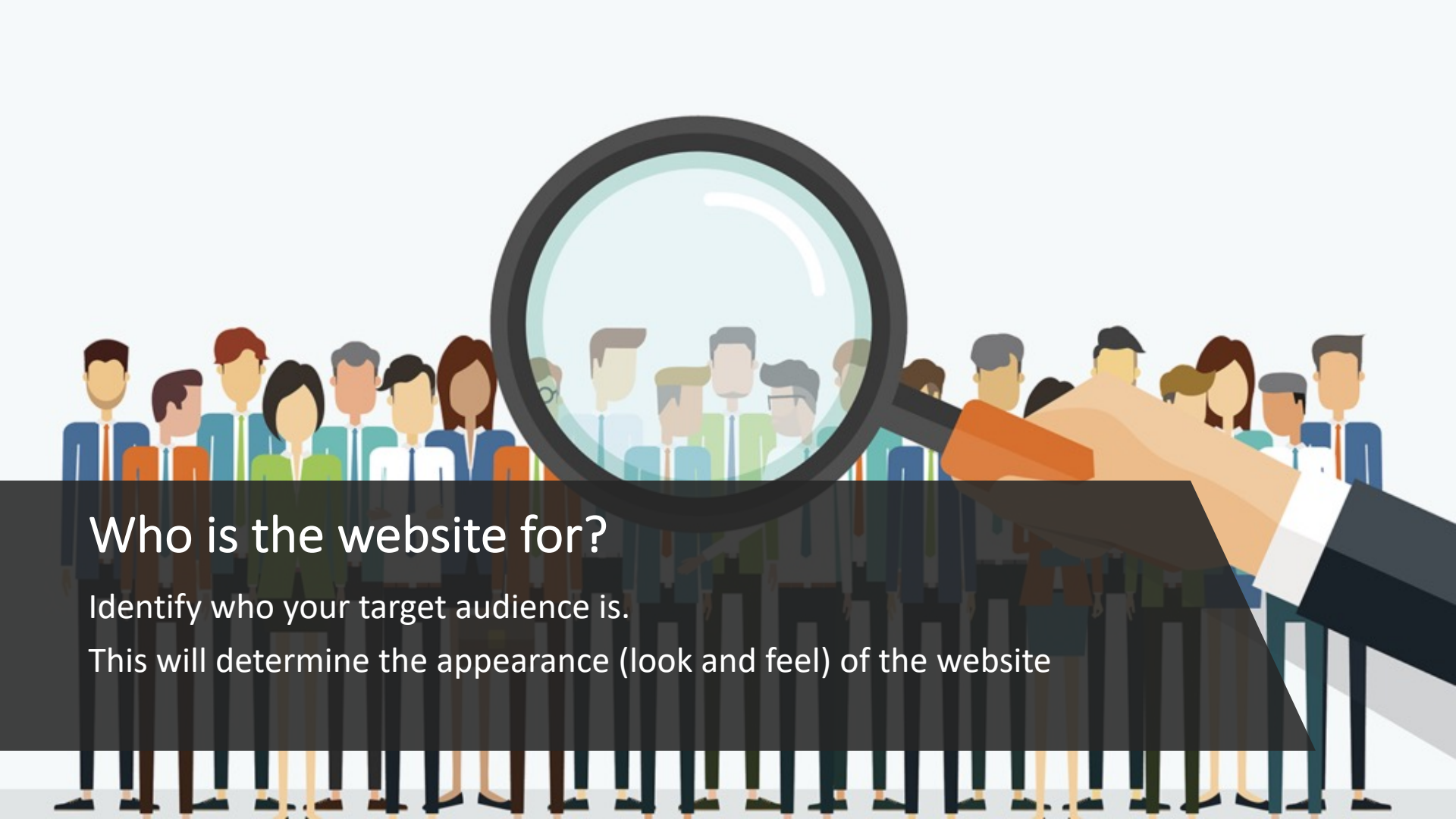
What do you need to get the job done?



What is the website for?

Identify the purpose of the site.

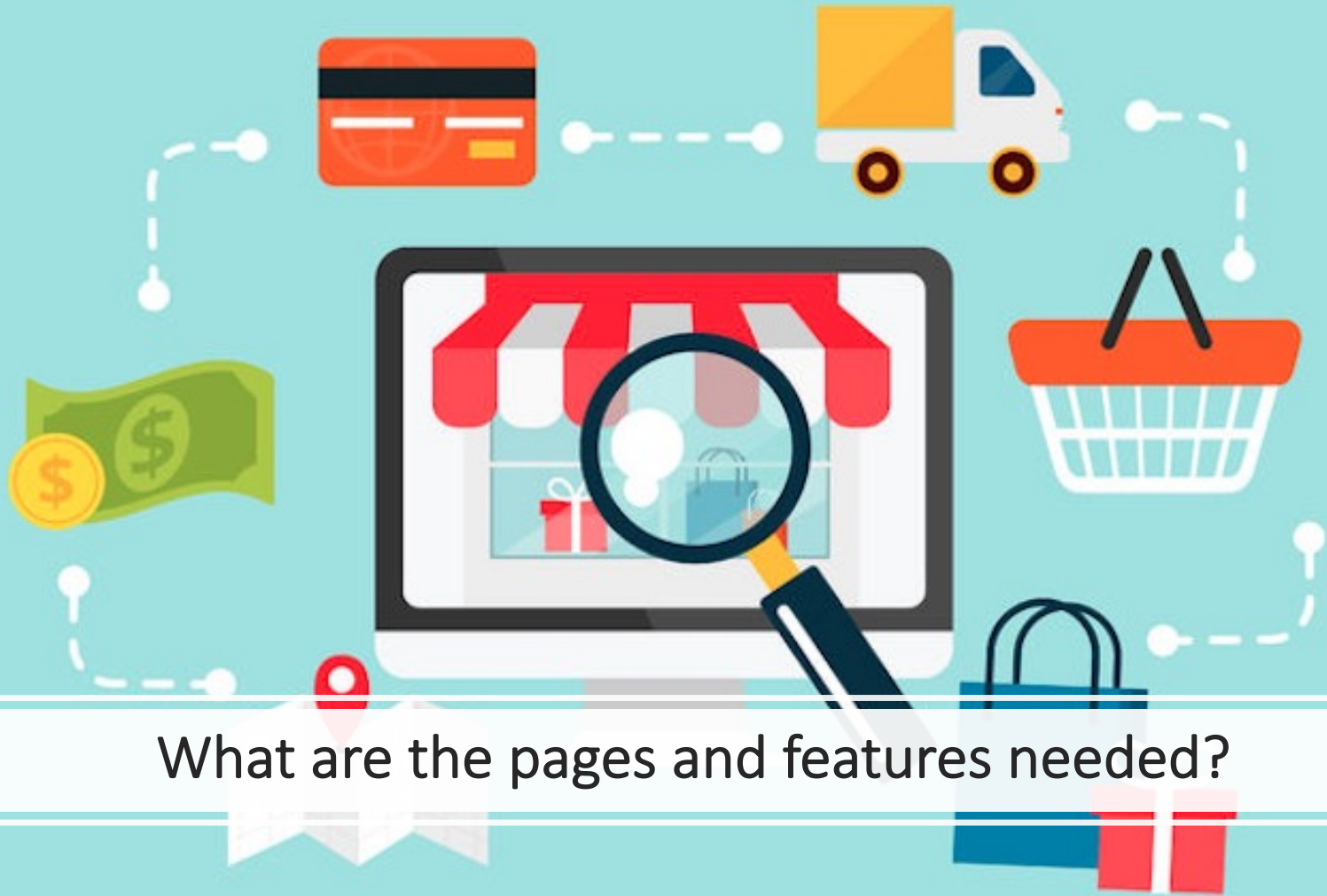
This will help in identifying the pages and features needed.



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



CREATIVE
YOUR TAGLINE HERE

Invoice
Invoice No : 055 890 265

Bill To:
Md. Amir Hamzah / Director
A: 055 West media, sponsor, usa-568
P: +12 234 564 654
E: emailname@gmail.com

Payment Method:
Partial: Payments (webtoaname.com)
Card Payment: VISA Accept: Visa, Mastercard, Payonner

Account Due
\$6950.00

DATE
30 sep 2020

PAYMENT METHOD:
payments (webtoaname.com)

CARD PAYMENT
Visa, Mastercard, Payonner

ITEM DESCRIPTIONS	RATE	QUANTITY	PRICE
BROCHURE DESIGN Lorem ipsum dolor sit amet, consectetur elit.	\$300	02	\$600
LOGO DESIGN Lorem ipsum dolor sit amet, consectetur elit.	\$500	01	\$500
WEBSITE DESIGN Lorem ipsum dolor sit amet, consectetur elit.	\$300	03	\$700
STATIONARY DESIGN Lorem ipsum dolor sit amet, consectetur elit.	\$50	05	\$250
FLYER DESIGN Lorem ipsum dolor sit amet, consectetur elit.	\$100	10	\$1,050

Sub-Total \$15150.00
Tax: Vat (5%) \$ 2278.00
Discount (5%) \$ 760.00
Grand Total **\$ 18228.00**

Terms & Conditions/Notes:
Your first conditions text can place here. There is your second conditions text can place here. Your first conditions text can place here.

Contact Information:
1-000 1234 56789
Mobile: iPhone
micha@john@gmail.com
Email Address
Your Street Address Here
15/25, Singapore, 4568

Digital Signature
James Doe
Manager

CONTENT

A person is seen from the side, working at a wooden desk. On the desk is a laptop and a tablet. The laptop screen shows a website with various articles and a video player. The tablet screen shows a video player with a silhouette of people. The person's hand is on the laptop keyboard. The background is a warm, blurred office setting with a pencil holder and a lamp.

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.

TYPOGRAPHY

Aa

NEVIS

by Tobias Walther

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?;)

Aa

OPEN SANS

by Steve Matteson

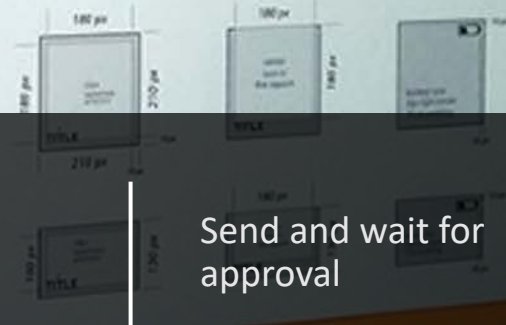
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?;)

COLORS



ICONS

BOXES ANATOMY

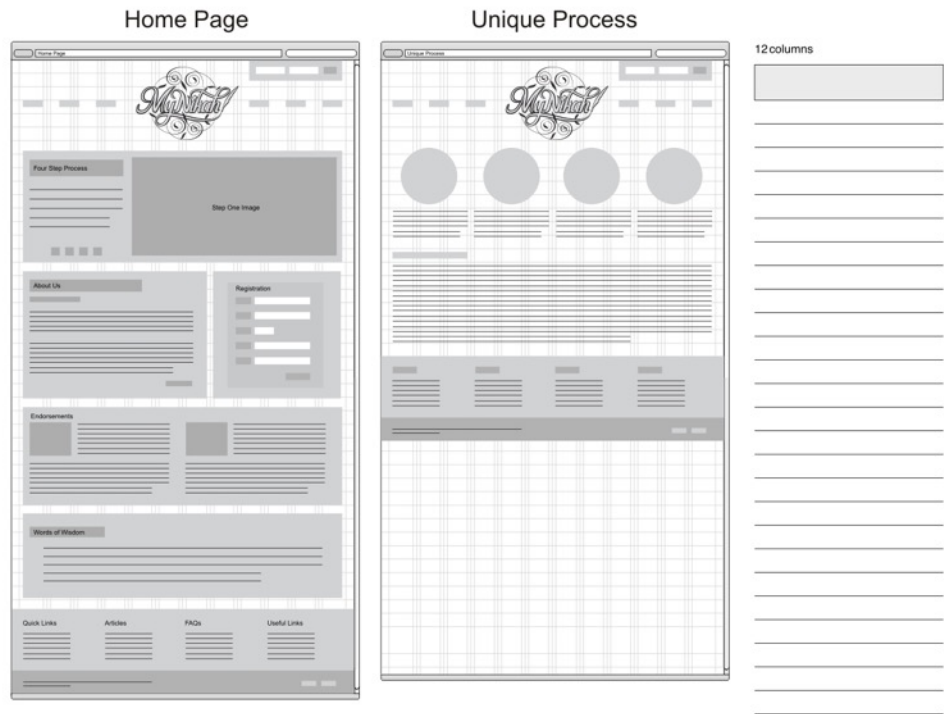


Step 7: Make a color and typographical switch

Send and wait for approval

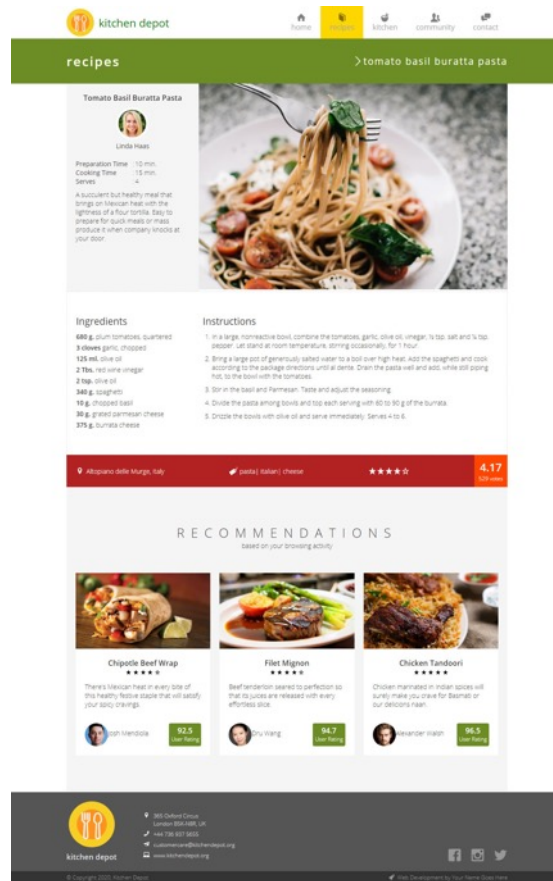
Step 8: Make wireframes

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