## 2. Planning Process

Planning a website can take a lot of time and effort. The more time that is taken during the first few steps of planning, the less you will have to do in the long run. Planning is perhaps the single most important phase of our seven-phase process. This is because the more accurately we plan out your project, the less time will need to be spent on the rest of phases. There is an old proverb: measure twice, cut once, and this applies to web development too. A well-planned project makes for an efficient, cost-effective project.

### Planning and Process Development phases:

A. Early planning:

        i. Know your audience.

        ii. Interviewing.

        iii. Focus group & Market Research.

        iv. Gathering end user requirement.

B. Content planning:

        i. Get images.

        ii. Create links.

        iii. Audio & Video

        iv. Shockwave & other media files.

C. Technical planning:

        i. Database.

        ii. Shockwave movies.

        iii. Transaction system.

        iv. Scripts of all kinds.

D. Production planning:

        i. Market research.

        ii. Combine the web pages

        iii. Get complete web.

There are seven steps that should be followed from start to finish when developing a website.

| SNo | Step | Description |
|---|---|---|
| 1 | Research and goal setting | <ul><li>Help the site to have a clear direction and purpose.</li><li>This process could take about 1-2 weeks to complete.</li><li>It is a very important first step to creating a website</li></ul> |
| 2 | Planning | <ul><li>Planning the website involves creating a wireframe and sitemap.</li><li>It is kind of like the skeleton of the site.</li><li>This process can take about 2-6 weeks to complete.</li></ul> |
| 3 | Designing the layout | <ul><li>It is the step where you get to be creative with pictures, videos and what kinds of things the customer will notice when they come to your site.</li><li>This process can take about 4-12 weeks from start to finish</li><li>During this step, it is especially important to keep referring back to the target audience you wish to focus on.</li></ul> |
| 4 | Writing the content | <ul><li>It is crucial and deserves a lot of expertise.</li><li>It could take from 5 to 15 weeks.</li><li>Help a visitor determine their next steps.</li><li>Should have a vocabulary that the average person can understand.</li><li>Should get customers excited about buying a product or service.</li></ul> |
| 5 | Coding | <ul><li>The coding typically begins with the homepage and gradually branches out to the other pages included in the site.</li><li>This would be where the sitemap is followed to ensure everything is coded correctly.</li><li>The coding step could take from 6 to 15 weeks, depending on how much content and how intricate you would like your website to be.</li><li>It is also important to set up frameworks and CMS to make sure that everything will fit onto the server during the installation process.</li><li>This phase involves having a deep understanding of the technology you are using.</li></ul> |
| 6 | Testing and launching | <ul><li>Testing is crucial before the website is launched.</li><li>All the links and content should be tested to see if it works.</li><li>Make sure the website is giving what users need.</li><li>Check the website over multiple times.</li><li>When confident that everything is in working order, you can go ahead and launch your website live to the server.</li><li>FTP (File Transfer Protocol) is required for this process.</li><li>Make sure everything is running smoothly after launching.</li><li>Testing and launching may take 2-4 weeks to complete.</li></ul> |
| 7 | Maintaining | <ul><li>Since technology and products are changing more rapidly than ever before, it is important to stay up-to-date with what is happening on the internet.</li><li>By having regular maintenance on a website, bugs can be fixed as soon as they are detected.</li><li>It ensures that all content is current and customers are happy, involved and regular.</li></ul> |