



: understanding your objectives

: defining your concept

: creativity

: development



In order for us to achieve your online aspirations we must first clearly define the objectives you have for the website we are going to build for you..

Once we have a clear idea of exactly what you want to achieve we can move onto the research and planning phase of our development.

: understanding your objectives

What Service Will Your Website Provide?

In order for your website to be a success you have to consider your concept from a user perspective. Is the service you are providing something brand new? If so - what is going to attract that user to your website. If not - how is your company offering anything different from what's already available?

Creating an Online Presence For Your Brand

How are you going to spread the word about your amazing website in order to attract a substantial user base? Choosing the correct Online Marketing strategy will ensure you succeed in making your brand known.

Revenue Generating Model

Does your company want to generate revenue from the website? If so there are a number of different revenue models that you can adopt and which model you choose to will most likely effect the direction we pursue.

Merchant Model

Will your company be selling products or services online? Are these products or services unique to your website or do you have competition?

Memberships

Will you charge members a fee for using your website? If so - why are users going to pay? Are there other sites that offer similar services for free?

Advertising Revenue

Do you wish to generate income through selling advertising space on your website? There are a number of different ways to generate advertising revenue such as joining Pay Per Click schemes or selling space to individual companies.

: defining your concept

defining your online service + technology selection

/ Defining your Online Service

Now that we know exactly what your goals are we refine your concept until we come to a model that we decide will be successful for your website.

This involves researching similar online services and selecting the functionality we deem appropriate for the website.

Information Architecture

The first step is to organise all of the content that is going to be on your website into a logical structure.

Usability Planning

We then take the defined users goals and create user scenarios to find the best way to structure your websites information.

Content Mapping

The next step is to map your content across the agreed structure and create a preliminary sitemap for your website.

/ Technology Selection

Appropriate technology is selected for the project and planning for its integration and deployment is carried out. The technology selected will ultimately effect the type of graphic design used for the site which means the correct selection is vital to the following phases.

Design Wireframes

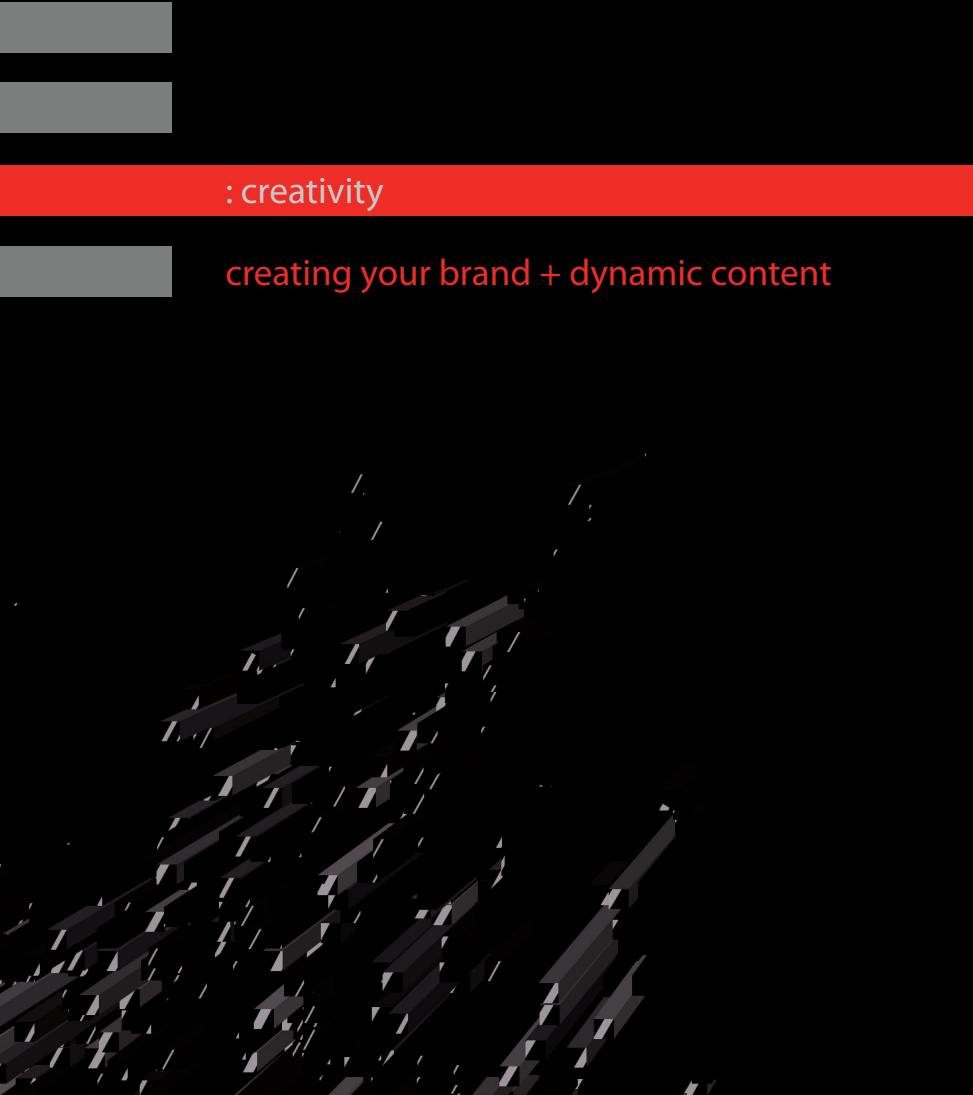
This is a process where we layout wireframes for the content on each page. These wireframes are tested for usability and revised until acceptance and serve as a guideline for our graphic web designer

Static Elements

Wireframes for the layout of each page.

Dynamic Elements

Wireframes for Dynamic (Flash) based elements



:creativity

creating your brand + dynamic content

/ Creating your Brand

Our Graphic Web Designer uses Adobe Photoshop and Illustrator to create a fresh clean web 2.0 design. Our Graphic Web Designer takes our brief and creates design samples which are internally reviewed and then shown to you for approval. Revisions are carried out until acceptance.

General Branding

The first samples created are for your companies logo.

Home Page

The first sample page layout will be of your websites Home Page. This will be given in PDF format for your approval.

Subsequent Pages

Samples of the remaining pages will be given for approval in succession.

/ Dynamic Content

A static site is a boring site in our opinion, which is why we use talented Flash and Flex designers to create animated content that takes the design of your site to another level. Adding dynamic content to web pages has always been an SEO issue but recent changes in search engines indexing capabilities means that there has never been a better time to incorporate Flash into your site.

Dynamic means Dynamic!

All Flash Elements can be updated with content by your company through the custom built CMS provided with your website.

Illustration

Our company also can provide custom illustrations for your company should you require them



: development

technology selection

/ Open Source Technology

The website will be developed on the Ruby on Rails framework, combined with many other technologies such as BlueprintCSS (to achieve cross-browser compatibility) and SWFObject (for flash elements).

/ CMS

A custom Content Management System to allow:

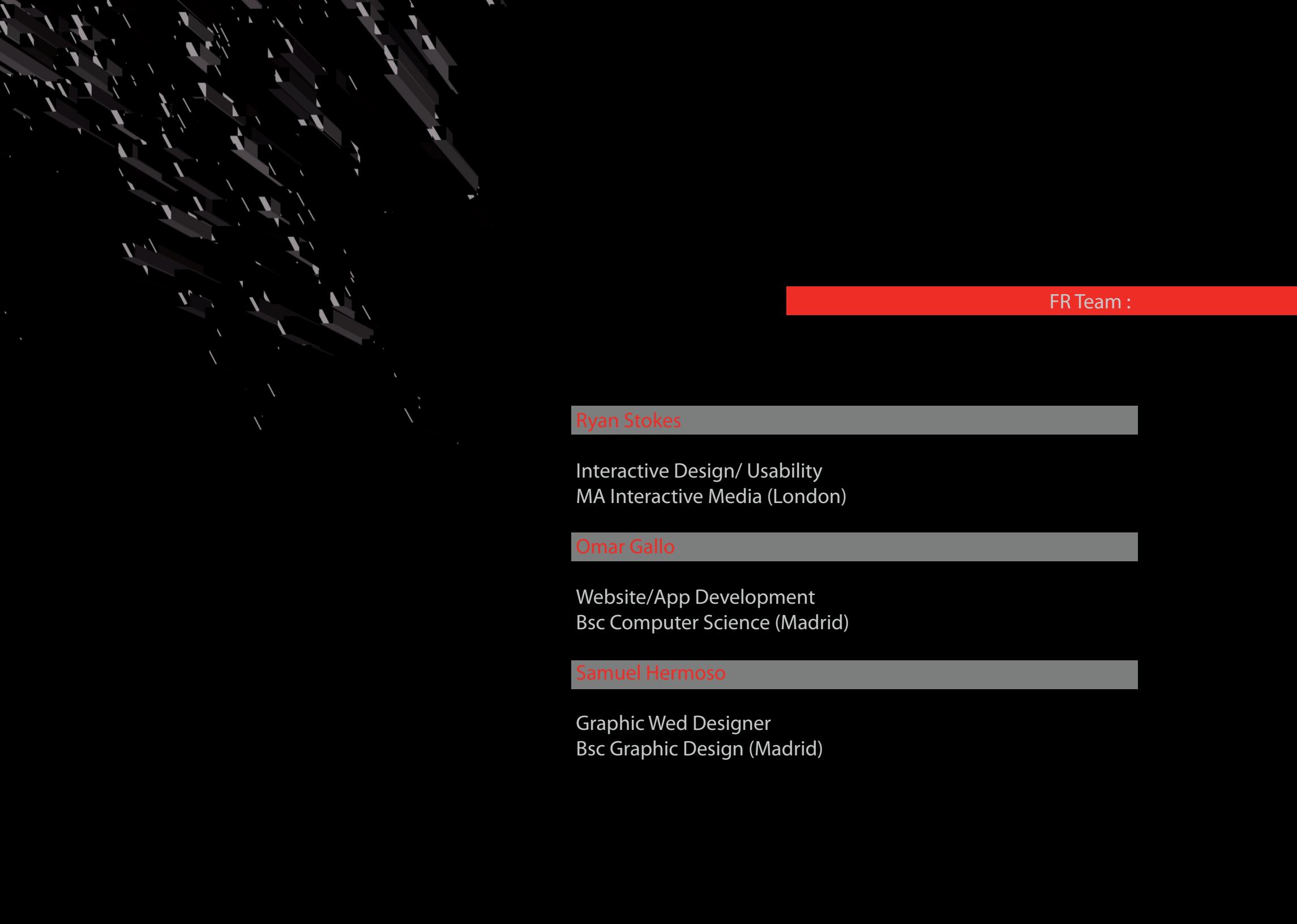
- End users:
 1. To easily update their profiles and media files
 2. Advertise their cars
 3. Recommended music to other users
 4. Redirect the user to an online music store (amazon.com or itunes)
- Admin users:
 1. Manage Users & monitor usage of resources
 2. Manage sponsors and partners banners

/ Development, Deployment and Hosting

Local and remote development environments, help accelerate the implementation and testing fase. We also take advantage of the latest technologies in cloud computing.

Taking advantage of the Cloud

The hosting itself is on the Heroku platform which removes the need of a physical or dedicated server, and allows multiple instances of the app to be running simultaneously across the cloud. Amazon Simple Storage Service (AmazonS3), is a very cheap way of handling the costs of transferring and physically storing all the users media files.

The background features a dark, abstract design consisting of numerous thin, diagonal grey and black stripes of varying lengths, creating a sense of depth and motion.

FR Team :

Ryan Stokes

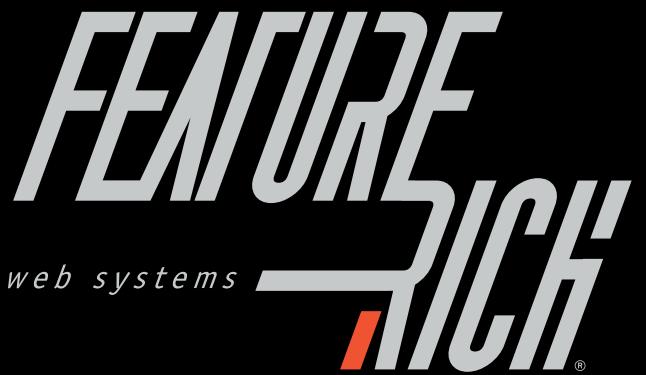
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