

Bob Rios
Visual Strategist
Creative Designer



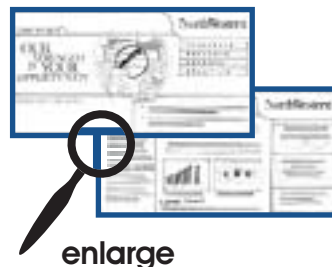
Visual Design Phases

1 DISCOVERY PHASE

This stage guides the development team through analyzing the clients industry, current site and competitors. We become experts in the clients business leveraging Design and Technology. Understanding the strategy behind the site and value it will create for the end user. Internally we assign a team who understands the direction, dates, and deliverables to exceed the client's needs.

2 CONCEPTUAL PHASE

This stage guides the development team through the Visual Interface and Architecture of the site. Presenting to the client 2 sets of Black and White Sketches of the Home Page and Sub Page, along with a rough sitemap. Depending on the scope of the work, time will vary. If the development team has a clear understanding of expected content and navigation they can quickly put a site map and black and white sketches of the interface together. If not, the team can role play with the client, creating user scenarios, and an effective user experience. The end result will be a good foundation of the site map and black and white sketches. The client will have the ability to provide feedback, tweaking navigation and can either pick one of the 2 sets of sketches or select certain elements in each of the sketches so that the team can move forward to COLOR PROOFING with approved navigation and interface direction.



3 COLOR PROOF PHASE

This stage guides the development team based on the DISCOVERY and CONCEPTUAL PHASES. The team will work closely with the client, presenting a color mockup of the Home Page and Sub Page. The team will use colors, fonts, and layouts of the interface based on discussions in the previous phases. Because of the black and white conceptual phase the color proof phase will be effective having already agreed on the interface, layout and titles for the navigation. In the color phase we can afford to make minor tweaks and quickly move forward to PROTOTYPE/PRODUCTION PHASE.



4 PROTOTYPE PRODUCTION PHASE

This stage guides the development team to create and optimize the graphics in HTML format and testing the sites ability to meet the clients technical specs, such as targeted platform, browser, database functionality, and any other specific technology the client will be using. These specifications are based from the DISCOVERY PHASE. Once Prototyping is taken care of, the team will begin production, this covers defining all the elements that need to be designed, created and programmed based on the sitemap from the CONCEPTUAL PHASE. When production is completed we can Launch the site.

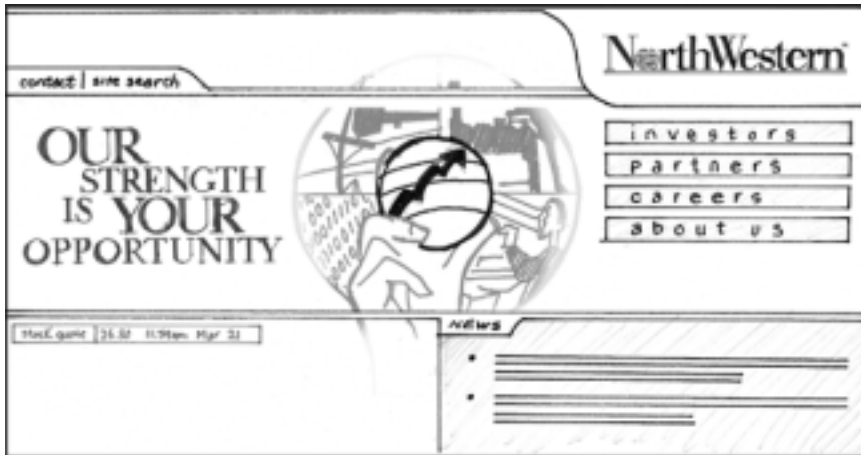


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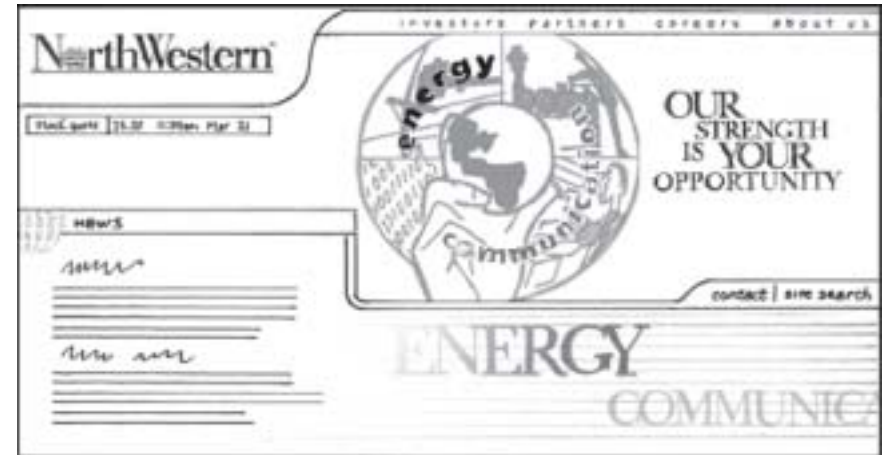
Visual Design Phases

2 CONCEPTUAL PHASE

HOME PAGE 1A



HOME PAGE 2A

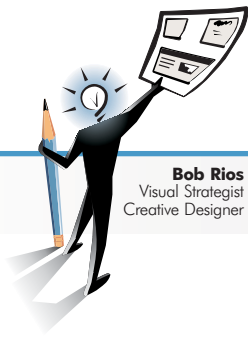


SUB PAGE 1B



SUB PAGE 2B





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Visual Design Phases

3

COLOR PROOF PHASE

HOME PAGE - final static mock-up

SUB PAGE



PROTOTYPE PRODUCTION PHASE - can begin

4