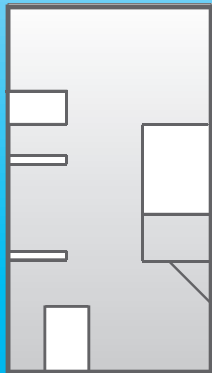


Architecture

How big is my house?
How many rooms will it have?
What is the floorplan?

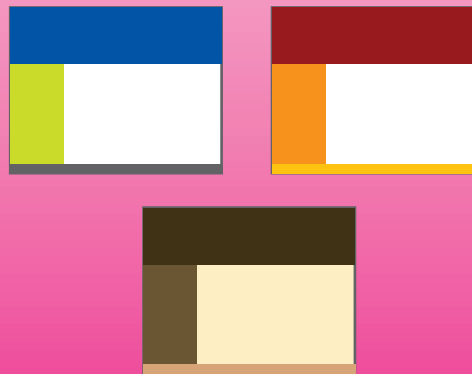


Sitemaps and Functional Specs

Before building your website you must first make some decisions about how big it will be, how many pages it will have, how those pages will be organized and what basic functionality the website will have. The output of the architecture phase is a sitemap and functional specification.

Design

What colours do I want?
What upgrades do I want?
What decorations do I want?



UI Design, Graphics, Look & Feel

Once the basic structure of the site is determined it's time to design! Decisions will be made about colours, roll-over effects, animations or other multimedia. The output of the design phase is user interface designs, and graphic/photo selections.

Construction

How long will it take?
Can I make changes?
When can I move in?



Building, Testing and Deployment

Once the look and feel of the website is determined it's time to begin construction. Now the heavy lifting begins. This is the bulk of the work and takes the most amount of time. Making changes at this point will set back the timeline and can be costly. The timeline will be dependant on the overall size and complexity of the website. The output is a fully functional, tested website.

Building websites is like building houses

DDW

grow your brand. grow your business.