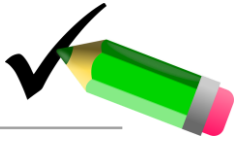


# The 6 Phases of the Web Design and Development Process

---

1. The DISCOVERY Phase

---



---

2. The DEFINITION Phase

---

---

3. The DESIGN Phase

---

---

4. The DEVELOPMENT Phase

---

---

5. The DEPLOYMENT Phase

---

---

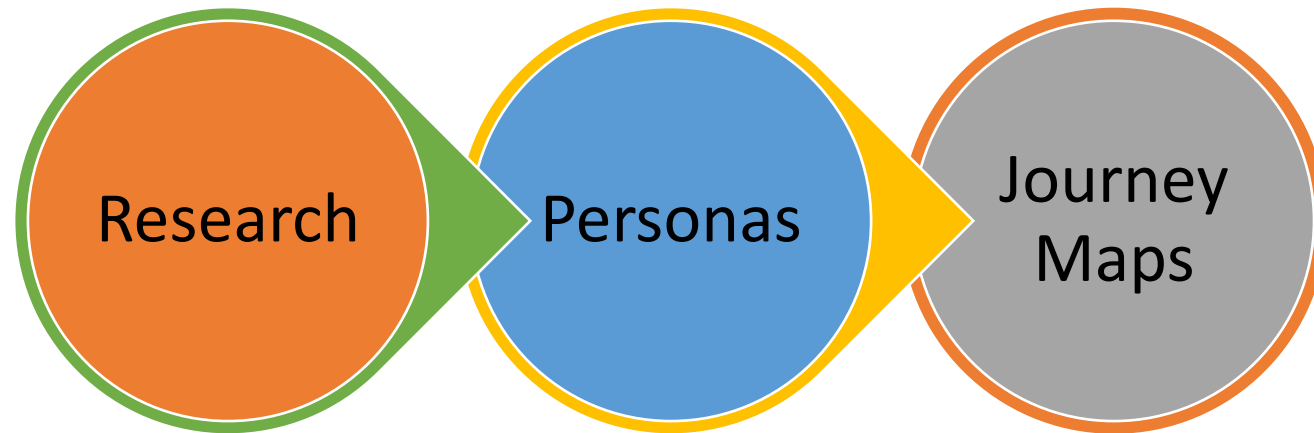
6. The MAINTENANCE Phase

---

# #1 The DISCOVERY PHASE OF WEB DESIGN AND DEVELOPMENT

## REVIEW

### WHAT ARE THE DELIVERABLES?



- Site Purpose
- Site Goals
- Target Audience

**CREATIVE BRIEF DOCUMENT**



## #2 The DEFINITION Phase of Web Design and Development

# What Happens in the DEFINITION Phase?



## OUTLINE PROJECT SCOPE

Define exactly what is going to be created or built

Decide on Features

Discuss User Experiences

Design User Interfaces



## CREATE WIREFRAMES



## DEFINE SITEMAP



## GATHER ASSETS

Logo

Images

Copy (content)

Videos

Animations



1. **Project setup** – getting ready to build the system
  2. **Information Architecture** – what exactly is the project building?
  3. **Launching the project** – how, when, where will the project launch? Who will need to be involved?
  4. **Post-launch tasks** – what will be expected after the project is launched?
- Like an architectural BLUEPRINT

# 1. Project Setup

Planning and Information Architecture  
Development

Disseminate Project Information to Team

Serving / Hosting / DNS Environment Setup

Code Repository Setup

Search Engine Optimization Planning

Concept Design

## Definition of all Pages

- Goals for each page
- Layout
- General Content

## Definition of Sections and Subsections

## Definition of Functionality

## Definition of Navigation

## Definition of Header/Footer

# 2. Information Architecture





### 3. Launching the Project

---

- Setting up the Server (DNS)
  - Pushing files
  - Informing users
  - Training admins
  - Testing and debugging
- 
- ALWAYS TAKES MORE TIME THAN ANYONE THINKS IT WILL





- Will there be a Service Level Agreement (SLA), and how will that be implemented?
- Is there a sign-off process after which no longer on the hook to fix issues on the client's project? How and when?
- Will client want help to do additional marketing on their project?
  - Content marketing
  - SEO
  - Email or Social Media Marketing, etc.
- LIKE DOCTOR CHECKUPS

# UI (User Interface) vs. UX (User Experience)

- UI

- Focused on how product's screens look and function
  - Visual Design
  - Navigation
  - Buttons, links
  - Scrollbars, drop-downs
  - Typography, Color, Use of Space
  - User flow
  - Usability

- UX

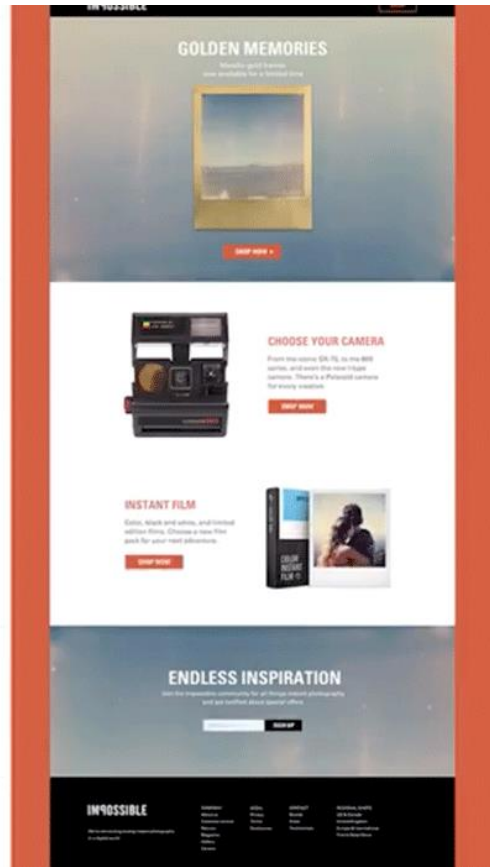
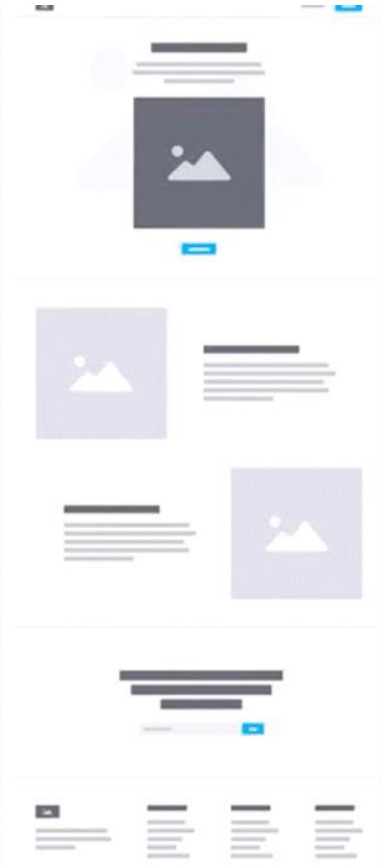
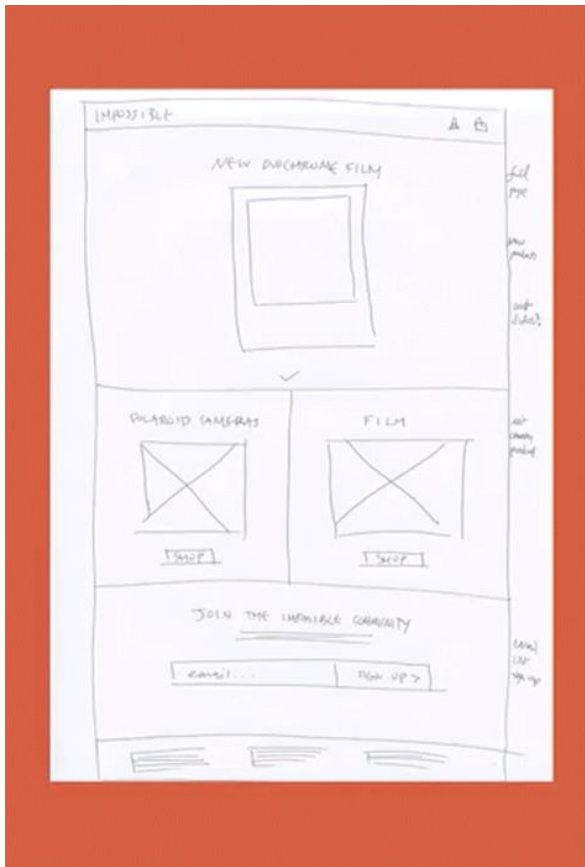
- Focused on the user's journey to solve a problem
  - Ease of use
  - Emotions while solving problem or meeting goal
  - Purchase process, customer service
  - Combine market research, product development, strategy and design
  - Build a bridge to customer
    - Understand/fulfill customer needs

A wireframe is usually the initial iteration of a webpage, used as a jumping-off point for the product's design. Armed with the valuable insights gathered from the user feedback, designers can build on the next, more detailed iteration of the product's design—such as the prototype or mockup.

## What is the Purpose of a Wireframe?

- Keep the concept user-focused
- Clarify and define website features
- Cheap and easy way to make sure client, designers and developers are all on the same page

# What is a Wireframe?



# TYPES OF WIREFRAMES

- Low-fidelity wireframes
  - Rough sketches
  - Not worried about scale, grid or accuracy
  - Very simplistic – Lorem Ipsum type, stick figure images
  - Conversation starters/Brainstorms
  - Typically drawn with pencil and paper
- Mid-fidelity wireframes
  - More accurate layout
  - Avoid specific typography and images
  - Avoid color, keep things in shades of gray
  - Digital wireframe tools may be used
- High-fidelity wireframes
  - Become more specific
  - May include actual images and copy content
  - Feed Prototypes – ready for Design Phase

# Wireframing Tools

## FREE and Popular

- **Figma** — Education Plan gives students and educators free plan (verify email)
- **InVision**

Photoshop

Many to Choose from

# What is a sitemap?

- A *sitemap* is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them.
- Search engines like Google read this file to more intelligently crawl your site.
- A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files:
  - for example, for pages, when the page was last updated, how often the page is changed, and any alternate language versions of a page.

# How is a sitemap used?

- You can use a sitemap to provide information about specific types of content on your pages, including video and image content.
- For example:
  - . A sitemap *video entry* can specify the video running time, category, and age-appropriateness rating.
  - . A sitemap *image entry* can include the image subject matter, type, and license.

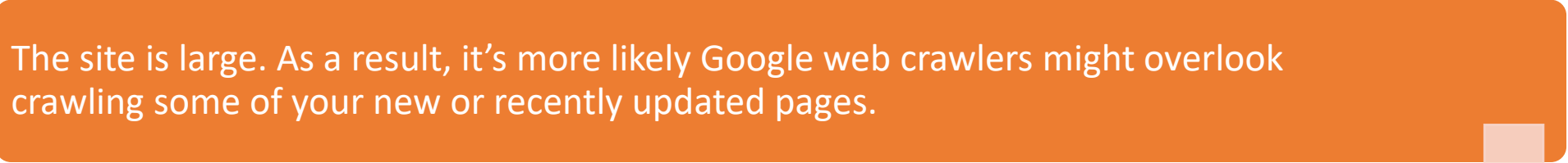


# Do I need a sitemap?

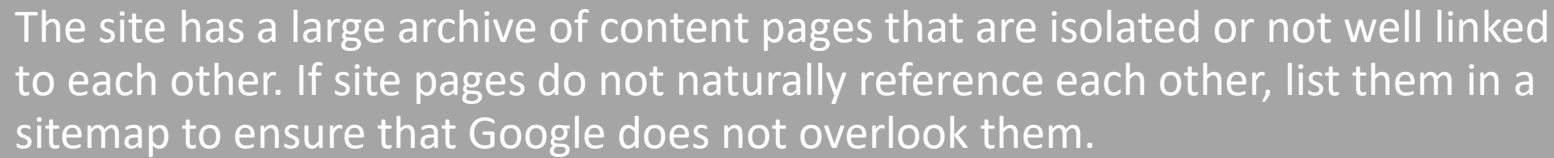
- A sitemap can improve the crawling of larger or more complex sites, or more specialized files.
- Using a sitemap does not guarantee that all the items in your sitemap will be crawled and indexed.
- Google processes rely on complex algorithms to schedule crawling.
- In most cases, your site will benefit from having a sitemap, and you'll never be penalized for having one.

# Might Need a Sitemap IF:

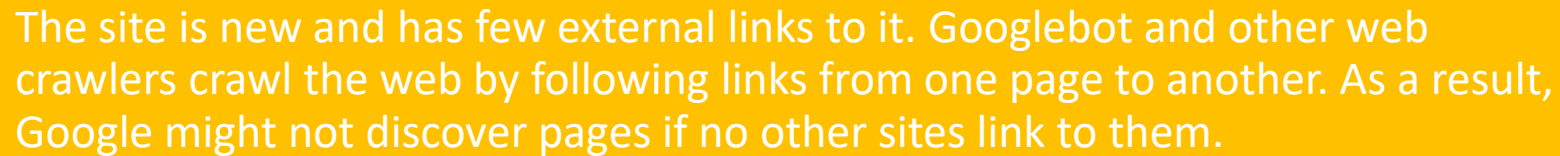
The site is large. As a result, it's more likely Google web crawlers might overlook crawling some of your new or recently updated pages.



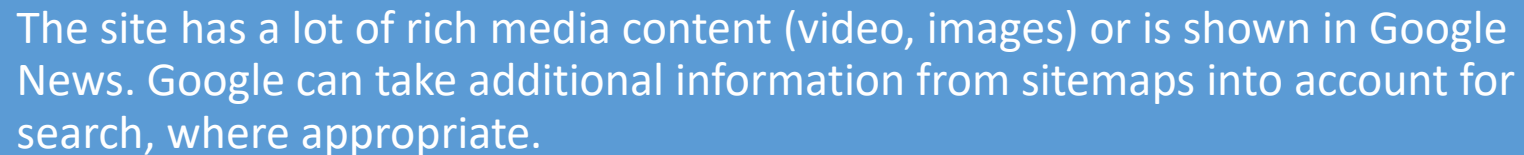
The site has a large archive of content pages that are isolated or not well linked to each other. If site pages do not naturally reference each other, list them in a sitemap to ensure that Google does not overlook them.



The site is new and has few external links to it. Googlebot and other web crawlers crawl the web by following links from one page to another. As a result, Google might not discover pages if no other sites link to them.



The site has a lot of rich media content (video, images) or is shown in Google News. Google can take additional information from sitemaps into account for search, where appropriate.



# Might NOT Need a Sitemap IF:

- The site is "small"... about 500 pages or less.
  - Only pages that need to be in search results count toward this total.
- Site uses a simple site hosting service like Wix.
  - With a service that helps set up a site quickly with pre-formatted pages and navigation elements, a sitemap may be created automatically.
- The site is comprehensively linked internally.
  - This means that Google can find all the important pages on the site by following links starting from the homepage.
- There aren't many media files (video, image) or news pages that need to appear in the index.
  - Sitemaps can help Google find and understand video and image files, or news articles, on the site, if it is desired for them to appear in Google Search results.
  - If these results don't need to appear in Image, Video, or News results, a sitemap may not be needed.