

Real Internet Web Design Process

Phase 1 – Planning

Client Brief / Survey

The client brief is a compilation of the project goals. Data is compiled from the session with the aid of a questionnaire. This questionnaire covers every aspect of the project.

Site-Map

The site-map is basically a text version of the planned web site. The site-map is formatted in point form using “upper case” text to indicate section items in the navigation, and “bracketed” text to indicate hyperlinks. The site-map is created in a general text file format for compatibility, and is dated and printed for filing. The site-map is sent to the client(s) for revisions and the final “sign-off”. Both parties confirm the final version of the proposed site-map.

Story Boards (large sites)

The storyboards in conjunction with the site-map, is an effective way to display the structure of the web site. The structure of the web site is sketched out on A4 size sheets. The A4 sized storyboards display the rough layout of the design, the content, and how the navigation is arranged. Each page shows the file name, and how it links to other pages. A space for notes is available at the bottom of each page. A PDF file is created and sent to the client(s) for revisions and the final “sign-off”. Both parties confirm the final version of the proposed storyboards.

Final Revisions

The client is given a chance to make final revisions (without effecting the timeline) to the planning phase.

Phase 2 – Development

Design Layout

The design layout is a visual concept phase. An Adobe Photoshop file is created showing the layout, colour scheme and the content design. A PDF file is generated from this file and sent to the client(s) for revisions and the final “sign-off”. Both parties confirm the final version of the proposed design layout.

Visual Design

We will work closely with you to determine the “look & feel” of your web site. Our web designers have extensive experience in graphic and industrial design. We use industry standard graphics software to create and optimize our web graphics. We will work with you to create a professional looking, user friendly, and browser compatible web interface.

Once the design goals are established, our people will create a layout based on that information. We send our layouts in PDF format so your team can critique the design and provide feedback. This stage enables us to work closely with you so that we can achieve the desired results quickly.

HTML Design

After the site map and visual design is established and "checked", we create custom HTML templates and forms using professional web design tools. We organize all our content into separate directories and use naming conventions to identify files. We publish a click through prototype that you can test drive online.

Site Optimization

All graphics and content used on your site are optimized for the web.

Search Optimization

The primary page is optimized with key words in the following methods

- Optimized Title
- Optimized Meta Data
- Optimized HTML for fast efficient downloading.

Accessibility

Web Accessibility Initiative (WAI) compliant.

Phase 3 – Testing & Launch

Multi-Media

We can make your site stand out from the rest. Flash animation, Java, Virtual Panoramics, and Streaming Video are just some of the dynamic ways we can help you to deliver your message, and make your web site an interactive and dynamic tool.

Browser Testing

Site is previewed and tested with Internet Explorer 3+ & Netscape Navigator 3+ browsers using SVGA monitors at 800x600 screen resolution. Graphics use "browser safe" colour palettes.

Alpha Site

Once the click-through-prototype is created, we conduct link integrity and browser compatibility tests to ensure quality. We make sure pages download fast and error free.

Other Services

Maintenance: We provide reliable and prompt web site maintenance, or we can train you to maintain your own web site using Macromedia Contribute software.

Hosting: We offer commercial web site hosting packages to meet your needs.

Site Traffic Analysis: We utilize "HTTP Analyze" software to provide our customers with a detailed and comprehensive site analysis report.

Domain Registraton: Real Internet can register your domain name or give you the option to transfer your domain if you wish to host your site with us

Search Engine Submission: Your web site is optimized for the most popular search engines and directories.