

Needs Analysis

The Web Design Team will conduct a comprehensive needs analysis as part of the collaborative process of developing a website to effectively meet the needs of users. This process is essential in determining technological requirements necessary to meet the identified needs including:

- Purpose
- Goals
- Content
- Target Audience Mapping

Site Specification Development & Design

Using the results of the needs analysis, the Web Design Team will provide the customer with site specifications and design options including:

- Site layout and navigation design
- Usability
- Templates/Forms
- Images/Favicon
- CSS
- Keywords
- Search
- Analytics

Content Development

Customer staff will develop and provide all necessary content consistently formatted using customer developed templates. Customer staff will ensure grammatical and spelling correctness. The content will be shared with the Web Design Team for review, optimization and posting.

Customer Specific Web Application Development

An effective strategy for customers is the development of web application software to provide web access to internal and external audiences. The Web Design Team will develop and/or configure web applications to meet unique customer needs.

Technical Configuration & Site Deployment

Working collaboratively with the Web Design Team, the customer will ensure adequate site hosting technology and configuration.

Training for Maintenance and Sustainability

- Technical maintenance
- Content management & updating
- Site analytics
- Customer staff training and mentoring on effective workflow for site sustainability