

# Managing the Web Site Design Process

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## 1 - Requirements Analysis – Creative Brief

- Gather Information
- Understand audience
- Analyze the industry
- Determine objectives
- Determine features, benefits
- Determine user profile
- Outline update process
- Set schedule
- Prepare the Creative Brief
- CLIENT REVIEW & APPROVAL

## 2 - Conceptual Design

- Use cases
- Task analysis
- Information Architecture
- CLIENT REVIEW & APPROVAL

## 3 - Mockups & Prototypes

- Design page structure & navigation
- Design graphics
- CLIENT REVIEW & APPROVAL

## 4 - Develop or Acquire Content (Text, Photos, Graphics)

## 5 - Production

- Develop the web pages
- Final text and graphics
- User testing
- CLIENT REVIEW & APPROVAL

## 6 - Launch

## 7 - Evaluation

## 8 - Monitor Web Statistics

## 9 - Maintenance