



OUR UX & WEB DESIGN PROCESS

INTRODUCTION

Our people-focused approach puts you, your business and your customers' needs front and centre.

It's our goal to provide the best solution to suit your needs and level of investment.

For the best results, we begin with a Discovery phase which includes some consultation, research and analysis.

How much we do at this stage will depend on the size of your project and investment.

Once we know what's required we can work with you to put a plan together and propose a more accurate scope.

If you have any people or suppliers on hand to help with any part of the project then we are more than happy to work with them.

We're here to guide you through the process every step of the way so if you have any questions, please don't hesitate to ask.

PLEASE NOTE

The following covers all our services but you may not need everything for your particular project.



OUR 3-PHASE PROCESS



PHASE 1: UX

Part 1: Discovery phase (Research and Analysis)

To deliver the most effective solution, it's important for us to understand your needs and the needs of your clients and customers. We will work closely with you to better understand your target audience, assess any existing solution, review your competition, explore the technical options and define your requirements.

Part 2: Planning phase

Working closely with you, and with your target audiences in mind, we will plan your ideal solution - define your customer types, outline the journeys they'll take to complete their individual goals, create an overview of the complete website structure (a sitemap), and design wireframes (blueprints) for the key components and page templates.

Part 3: Tech Spec

We discuss technical requirements and functionality to create a technical specification.

Once we complete the UX phase we can draft a more accurate scope of work.

For more information about our complete UX process please request our guide:

"The Complete Alias Digital UX Process"



PHASE 2: DESIGN

Part 1: Concepts

We can explore concepts and create some ideas for discussion. And we can work with your brand guidelines or align with your design preferences to create a general “look and feel”.

Part 2: Design Direction

We will design the front-end appearance for the key components and page templates. We share each element as it's completed so we can apply your feedback to subsequent elements.

Part 3: Style Guide

We create a style guide that includes a UI (User Interface) asset library for the developers to follow. It includes branding elements, colours, typography, graphics, icons, navigation and interactive elements.

We strongly recommend that you also consider your content and SEO (Search Engine Optimisation). We can provide help with these if you need. Please get in touch for more information.



PHASE 3: DEVELOPMENT

Part 1: Back-end Development (Technical)

We then begin to build your website – the server set up, infrastructure, templates and components based on the wireframes. We also install and set up any 3rd party solutions.

Part 2: Front-End Development (User Interface)

The designs and branding are applied to the client-facing front end of your website with styling and assets from the style guide and asset library.

Part 3: Reviews and Testing

You can test and review our progress as each page or component is completed. Any feedback is then applied to subsequent elements to make improvements as we progress.

Part 4: Deployment & Support

We “go live” with a “soft launch” for a few days, to do final checks before promoting the launch. It’s best to avoid Fridays.

Part 5: Ongoing Support

We also provide ongoing maintenance and support. We can put a Service Level Agreement (SLA) in place.

Please note, any significant changes to design or structure after we have started development can incur additional fees.



ADDITIONAL WEB SERVICES

HOSTING

Fast and reliable hosting is essential. The faster your website is the happier your customers (and Google) will be. Hosting includes installation and set up, SSL certificate, Google Cloud Servers or AWS, a CMS (like WordPress), Security and Backups.

SUPPORT & MAINTENANCE

For support and maintenance, we offer a fixed amount of time per month and we can provide additional technical help on an ad-hoc basis.

HELP WITH ONGOING UPDATES

We can also help you make updates to your website or content whenever you need assistance.

We can also help with Content, SEO and marketing.

See the next page for details.



CONTENT, SEO & MARKETING

CONTENT

We can use your existing content and help edit and optimise it. We can also help to source or create new content, whether it's copywriting, imagery or video. It's important your content supports your SEO strategy.

SEO (Search Engine Optimisation)

The objective of SEO is to provide a medium-to-long-term flow of targeted customers for your core products and services. Our approach is commercially-focused and our goal is to generate leads for you. Our technical SEO (on-site) dovetails with the site content. In short, we will ensure your site converts when people land on it. We can also help set up external SEO (off-site) to drive more traffic.

DIGITAL MARKETING

If you need results fast, then an advertising or social media campaign will help. This can include PPC (Pay Per Click) ads - Google Ads, Facebook/Instagram Ads or LinkedIn Ads, for example.

We can create your Digital Marketing and Social Media assets and we work with specialist partners who can manage, analyse and fine-tune your Digital Marketing and Advertising campaigns.



USER EXPERIENCE (UX)

WHY UX?

UX is the research and planning stage that will help us define the best solution to meet the needs of your business and of your audience. It ensures everyone is clear about goals, requirements and the plan, leading to a greater impact on how a project will progress before any time is spent on any Design or Development (build).

HOW?

UX is a very collaborative phase of work to gather more information and get a better understanding of your requirements including workshops with you and your team. We can also speak to some of the stakeholders in your business and some of your customers to get first-hand insights into their needs and challenges.

Then we can start planning the best solution to meet your needs and suit your budget.

WHAT?

We assess your current solution and your competition; define your customer profiles; define the customer journeys they need to take - from initial touchpoints through to a conversion; plan the high-level structure of the website (a sitemap); plan the layouts of each page or interface and define the functionality (technical specification).



A SUMMARY OF OUR PROCESS



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1. UX

Part 1: Discovery

Workshops, analysis and research.

Part 2: Planning

We create a high-level structural overview of your whole website or app, wireframes (like blueprints) and we can even make a simple interactive prototype, if necessary.

Part 3: Technical spec

We discuss technical requirements and functionality to create a technical specification.

Once the UX phase is complete we can do a more accurate scope of work.

2. DESIGN

Part 1: Concepts

We can explore concepts and create some ideas for discussion.

Part 2: Design Direction

Design the front-end look and feel for the key components and page templates. We will share each element as it's completed so we can apply your feedback to subsequent elements.

Part 3: Style Guide

We create a style guide - a UI (User Interface) asset library - for the developers, including colours, typography, navigation and interactive elements.

3. DEVELOPMENT

Part 1: Back-end build

We build your website and install any 3rd party solutions you need.

Part 2: Front-End build

We build the front-end designs and layouts, the assets and the styling.

Part 3: Reviews and Testing

You can test and review our progress.

Part 4: Deployment

We "go live" with a "soft launch" for a week, to make final checks before promoting the new launch.

Part 5: Ongoing Support

We also provide ongoing maintenance and support.





THANK YOU

Contact us today to book a free consultation

info@aliasdigital.co.uk

079 7007 6932