

21-DAY WEBSITE DEVELOPMENT PROCESS

This Document reveals how we intend to execute our project for the design and development of your website



For the first 7 days, we will do the following in this exact order

- **Market Research**
- **Create a Strategic Plan**
- **Request for Content from Client**
- **Purchase of Domain name and Hosting Plan**
- **User Interface and User Experience Design**
- **Content Strategy**
- **Web development and Testing**
- **Growth Hacking and Analytics**
- **Website Deployment and Maintenance**

1

MARKET

RESEARCH

In this initial stage, the designer needs to identify the end goal of the website design, usually in close collaboration with the client or other stakeholders.



A form is sent to you to help us to help us understand

- Who is the site for?
- What do they expect to find or do there?
- Is this website's primary aim to inform, to sell (ecommerce, anyone?), or to amuse?
- Does the website need to clearly convey a brand's core message, or is it part of a wider branding strategy with its own unique focus?
- What competitor sites, if any, exist, and how should this site be inspired by/different than, those competitors?

2

CREATE A STRATEGIC

PLAN

WHAT THIS IS

Here we create your Dream customer framework where we answer for you the questions your customers are asking, we also create a customer avatar of your ideal customer. The last part of the planning is drawing the empathy map of your ideal customer.



WHY DO THIS?

This brings clarity to your marketing message, and your copy becomes sharp. Ultimately leading to a more profitable business.

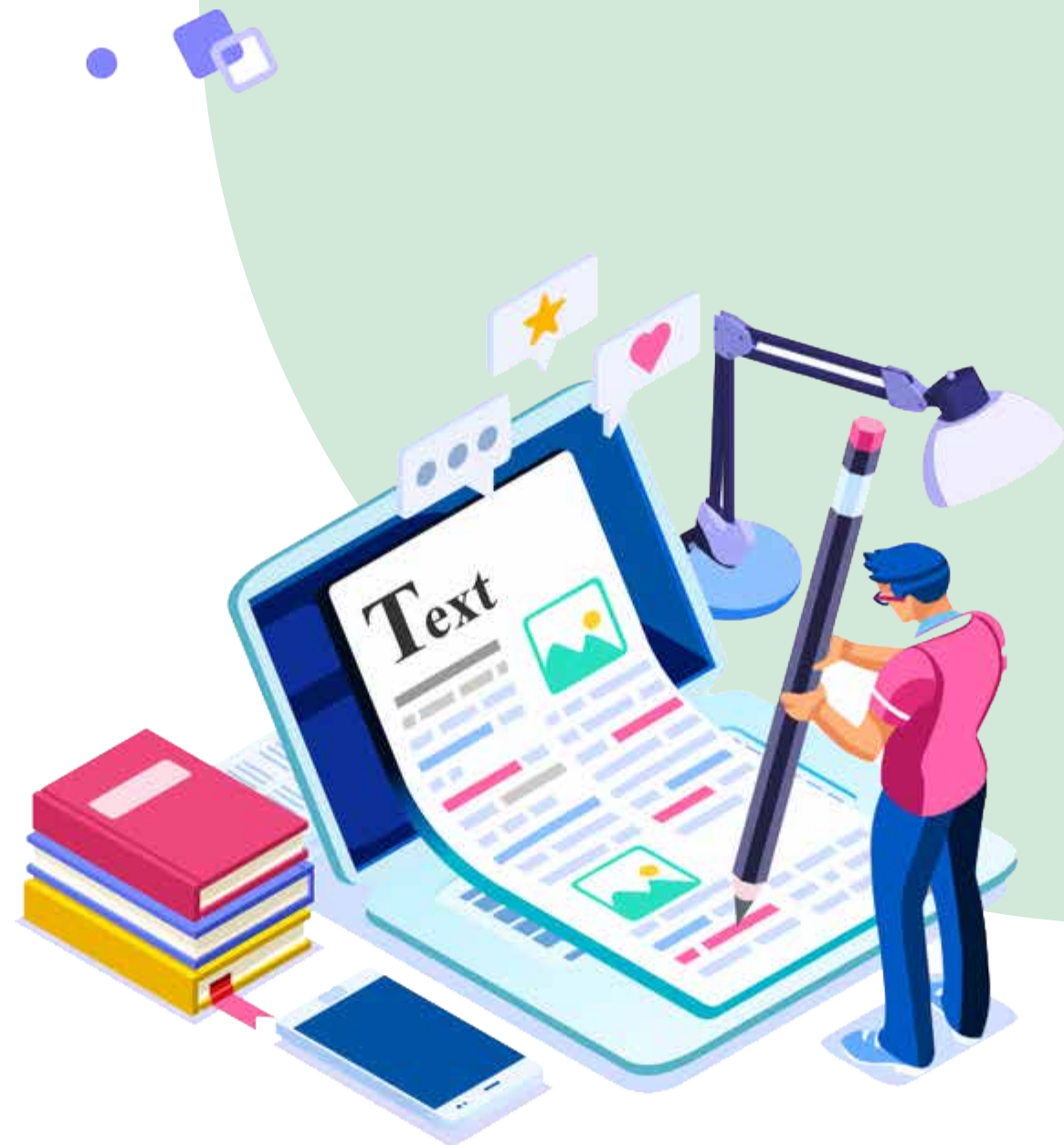
3

A REQUEST OF

CONTENT

It follows that during our strategic planning, we will also require some major content from you. These contents include High Definition images, white paper of your business, Videos and Logo.

It is important to note that for the optimum delivery of your site these content need to be provided within the 7 days of Strategic planning because it influences on how fast we will deliver for you, the client



4

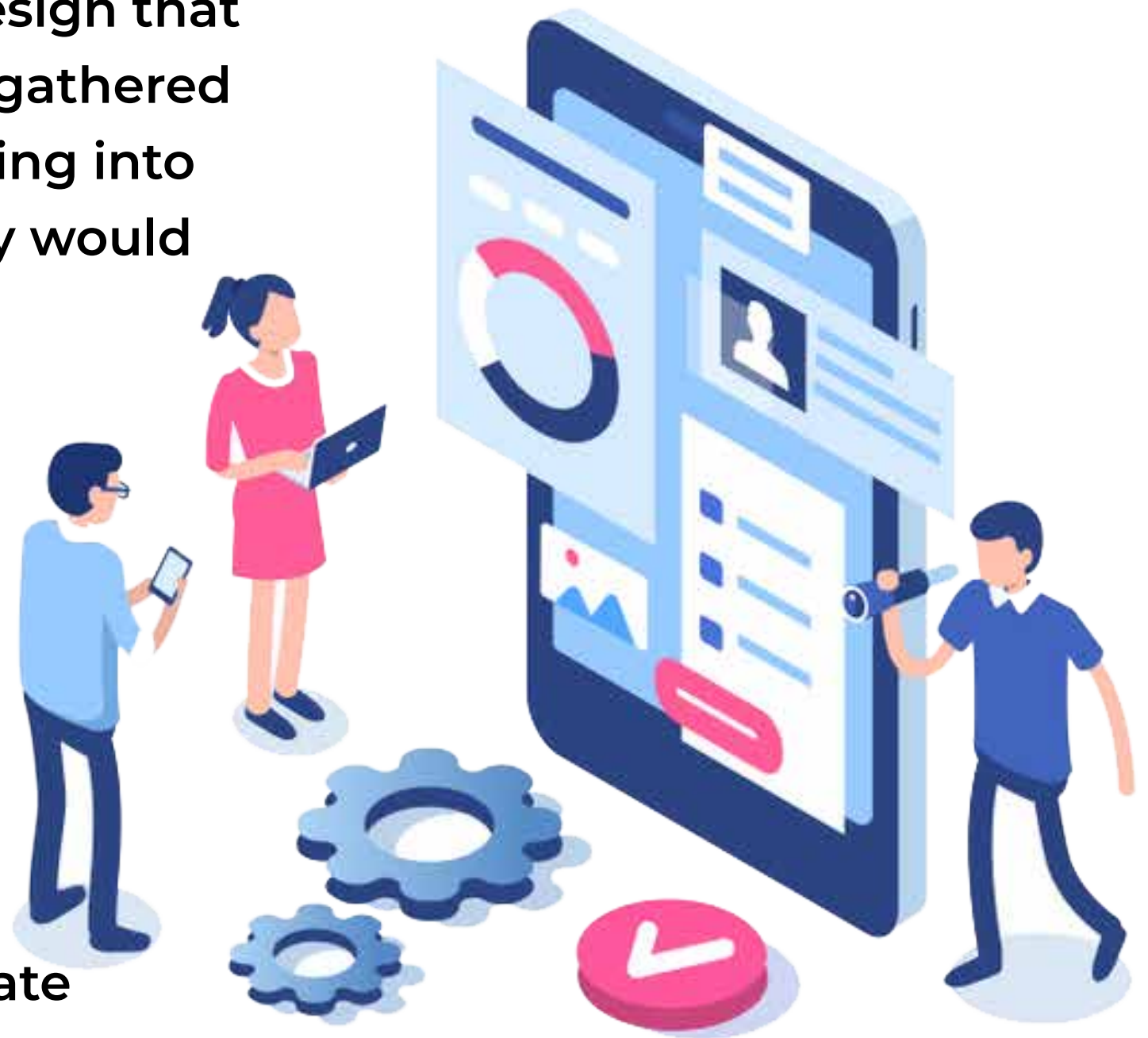
USER INTERFACE
AND EXPERIENCE

DESIGN

NEXT 3 DAYS

The third step is formulating the design. Sorting out colors and logo to use plays a major part in planning the design that our project manager will have gathered to begin the design phase. Taking into consideration what typography would best suit the type of industry that you are.

With drawings or a schematic wire-frame we will understand the essential elements and create a design that represents the wishes of your customer. Also creating a plan that will lead the web visitors to the page on a story-boarded process to the desired goal or call to action, ready for them to buy or call about your product or service



5

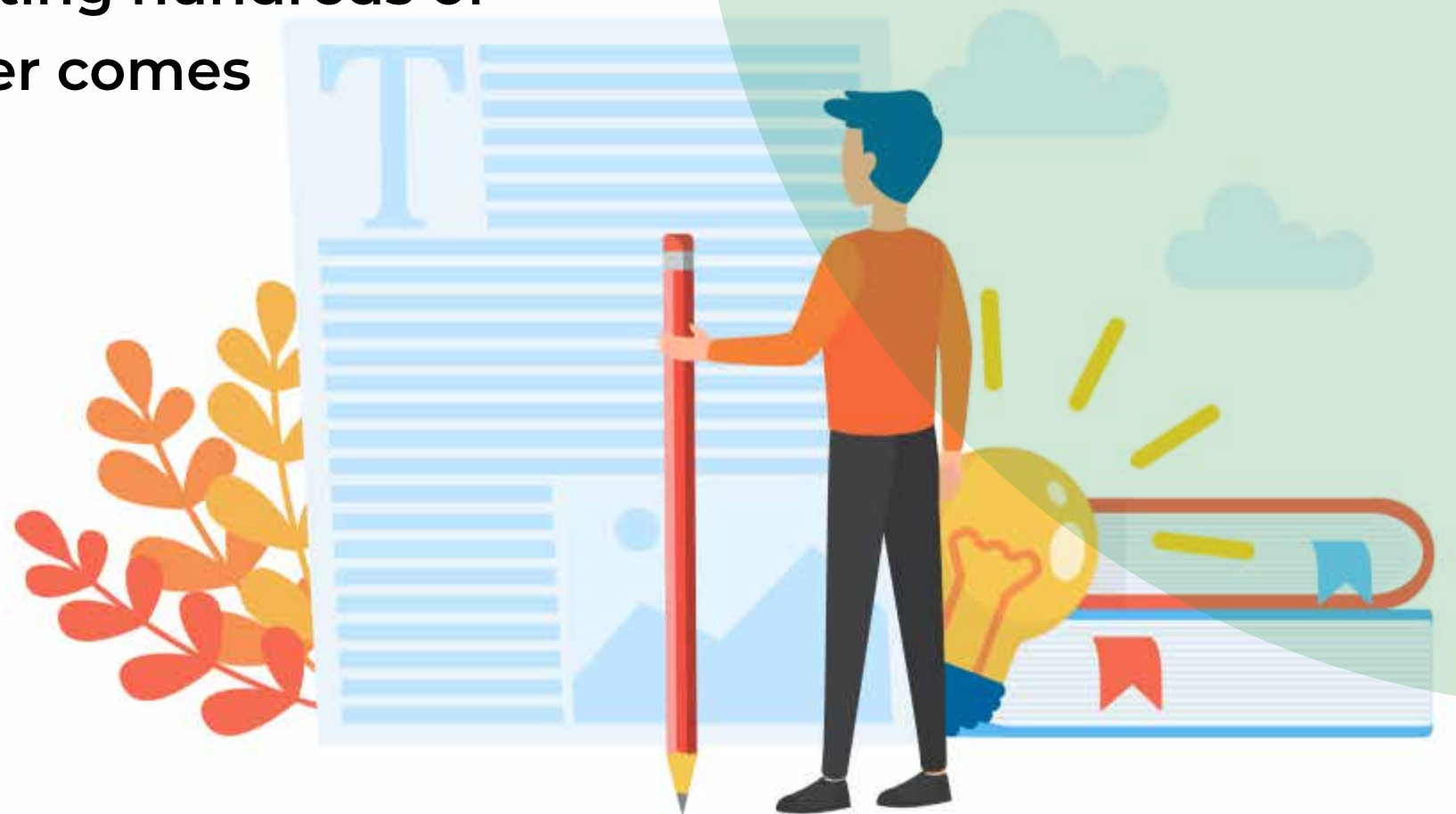
CONTENT

STRATEGY

NEXT 4 DAYS

Copywriting

We understand that writing copy is one of the most difficult steps in the web design process. Most CEO's find it tough to write the text about their business. While they may manage a great company and offer excellent customer service, the one thing all business owners suffer from is putting pen to paper or fingers to keyboards and elaborating about their business. Years of web experience and putting hundreds of website projects together comes into practice.



6

WEB DEVELOPMENT AND

TESTING

NEXT 7 DAYS

At this point we understand who your customer is, we have all the document to begin your design, we have your domain name and hosting plan ready, and we also have a laid out prototype design for your website. We then begin the design and execution of your website. At this stage, we are confident about the functionality of your website and how it will convert more leads for you as a business.

We also Test your website with different browsers and install tools that reveal what your customers are doing with Heat signature. This reveals what product is doing well in the case where it is an E-commerce website.



7

GROWTH
HACKING AND

ANALYTICS

When all of these tests have been carried out, the site is ready for launch and is uploaded to the server (Which means you can now earn with your website). It does not end there;



1. We install analytics on the website for growth hacking.
2. These analytic tools Make sure you created a product people actually want
3. Make us understand how converters are distributed among your data by the count of their visits until they purchase the product.
4. Makes us know User clicks on a Sign up button in the top navigation,
5. Users that subscribes to your newsletter from your Blog, Users that click an outgoing link
6. How to target the small minority of people who get the most out of your product.

8

WEBSITE DEPLOYMENT AND

MAINTENANCE

At the end of every month, a maintenance fee of N5000 is paid for each of the following reasons:

1. To monitor the website, fixing any bugs and managing all the future updates and maintenance making sure that the site continues smoothly.
2. For fresh update of content on the website blog and Ecommerce products.
3. Routinely examination of the look and feel of your website and updating it to match your corporate image.
4. Make sure your backups are working properly.
5. To Check analytics and rankings on search engines.
6. Check your website for broken pages.

Total Duration

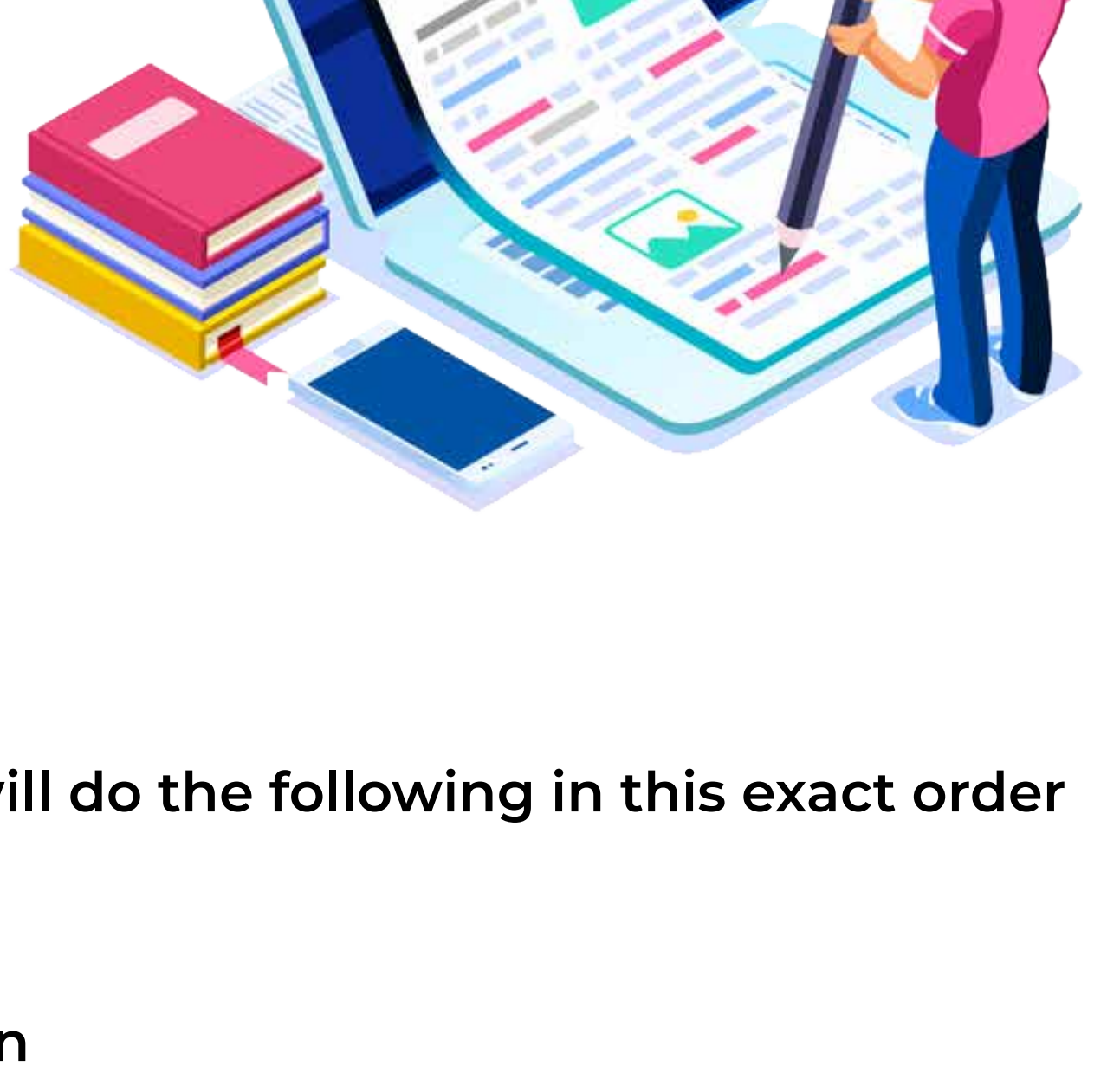
This brings the total time for the Design and Development of your website to 21 days. Which is the minimum time for executing your project provided all contents are provided in due time



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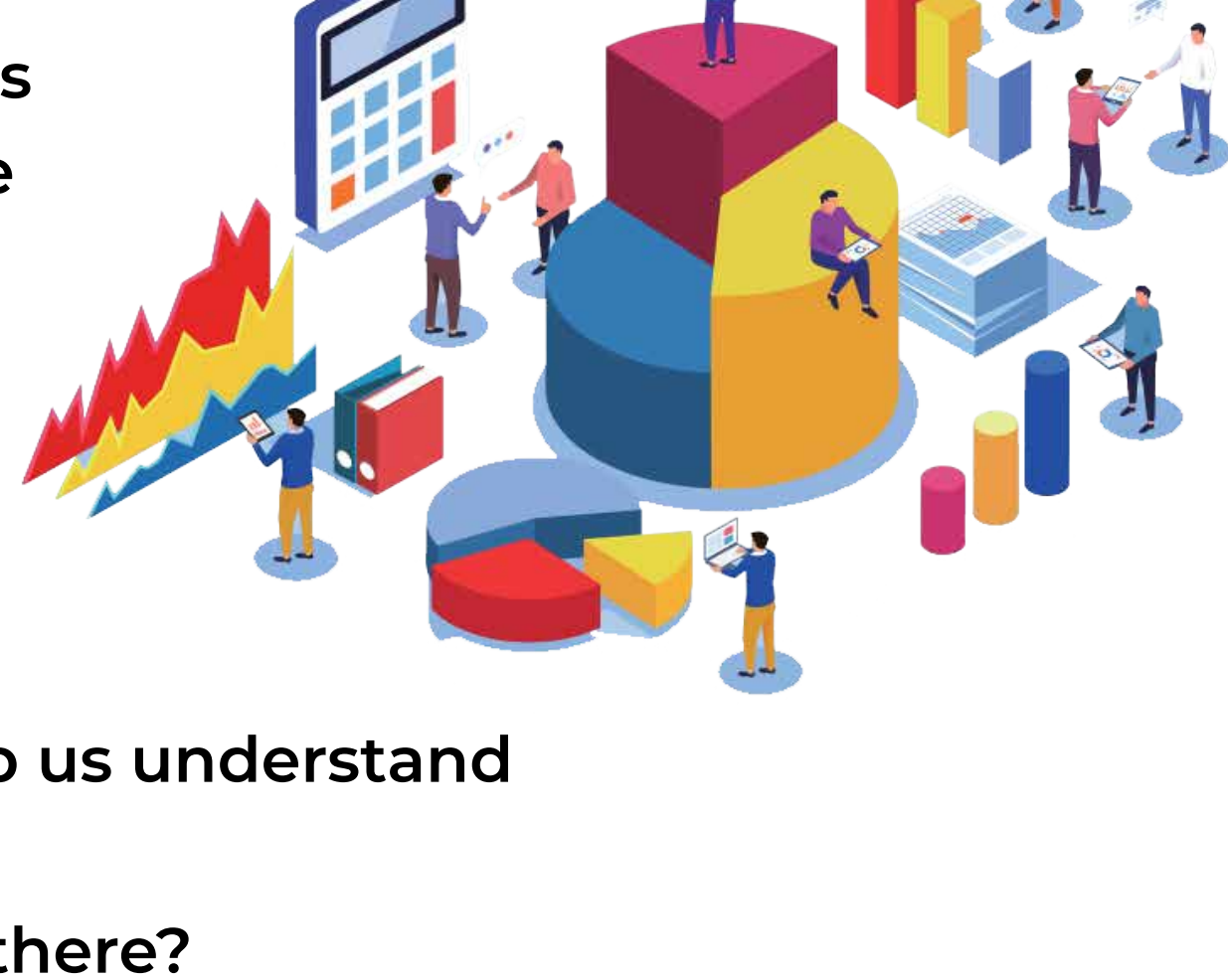
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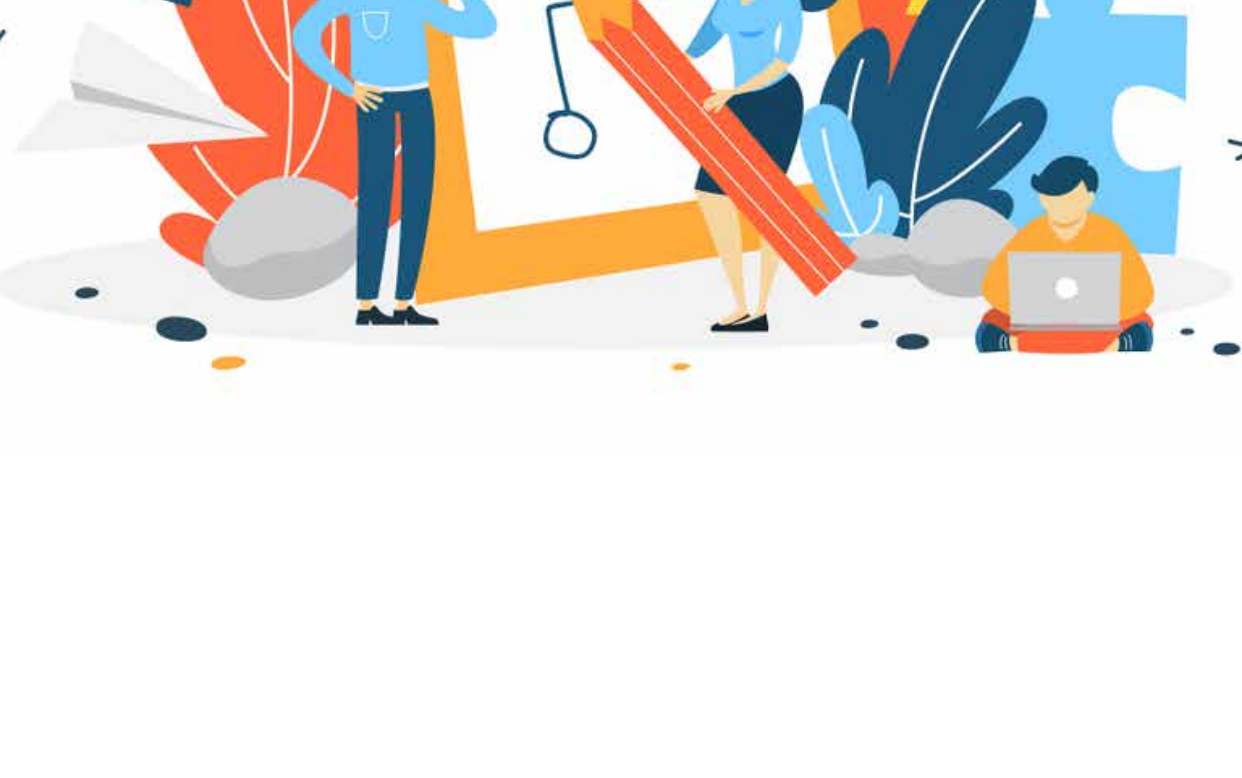
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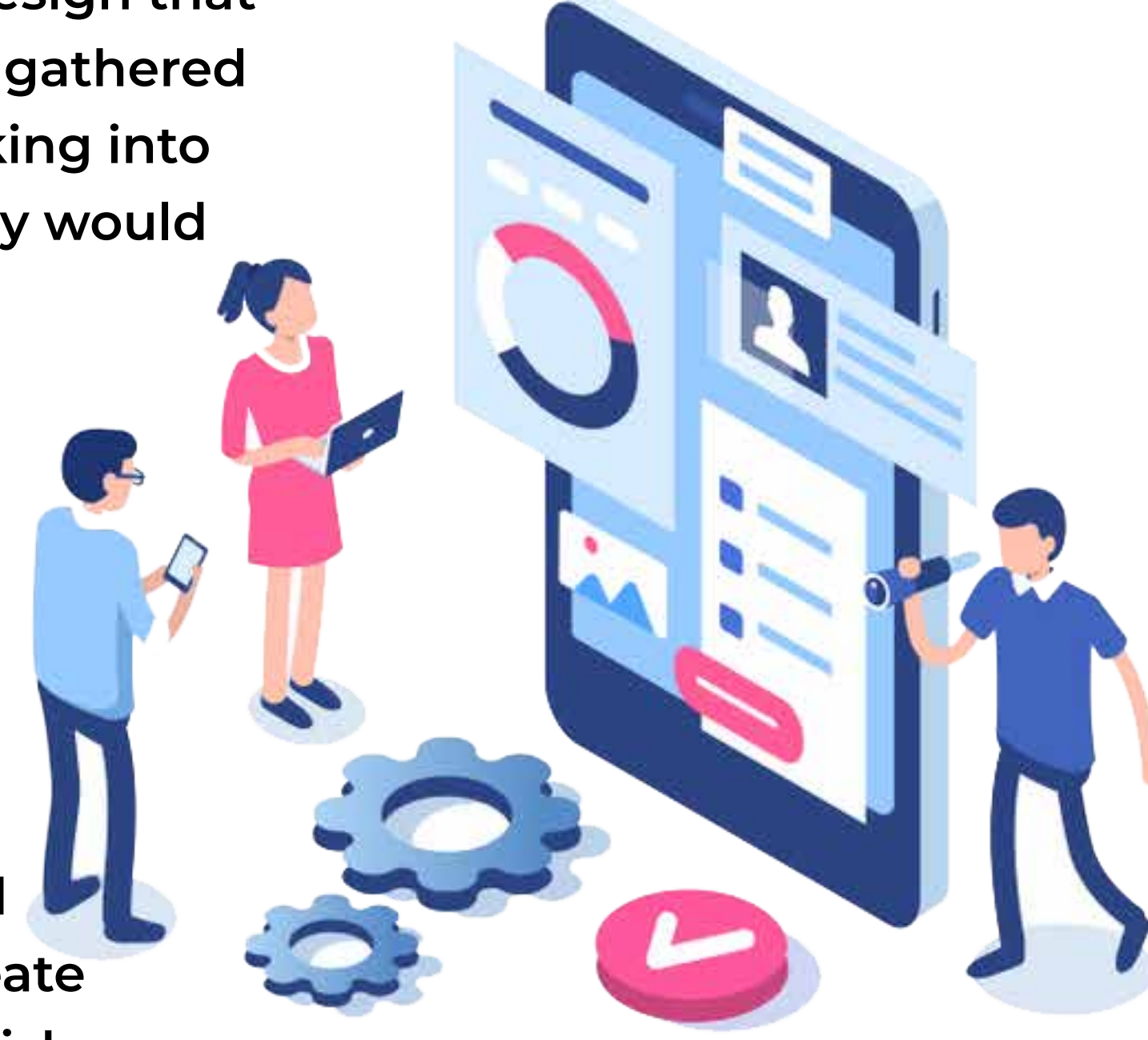
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