

## THE TFG WEB DEVELOPMENT PROCESS

The TFG Web Development Process is designed to provide the best results, giving our clients assurance that they have made a wise investment. Our process includes a strong emphasis on client communication and oversight with various checks and balances. This two-page summary is a generalization of how the process works. Each project will have unique aspects that may not be represented in this summary. If you have specific questions about this process, please call Todd Davidson @ 817.478.5890 x123.

### **Phase 1 Needs Assessment:**

Phase 1 of the TFG Web Development Process consists of a formal client meeting, during which a detailed understanding of the parameters and scope of the project are established. During this phase, your audience, limitations, desired functionality, hardware and software preferences, SEO requirements, project team(s), look and feel preferences, budget and timeline are clearly defined. Phase 1 concludes with a detailed summary of the Needs Assessment meeting, preliminary site architecture, project schedule and a formal contract of agreement. Your approval is required before proceeding to the next phase.

### **Phase 2 Design Concept(s):**

Upon receipt of a signed agreement, the TFG team begins design development. This entails further industry research, navigational and usability considerations, graphic design and an extensive array of concept sketches. Content development (copy) is initiated and graphical assets (photography, video, etc.) are acquired for incorporation into the design. Mid-phase, you will be presented with three formal concepts (a prototype with limited functionality may be developed to aid client interaction and feedback). At this point, a single design is chosen and refinement feedback is taken. The chosen design is then subject to two additional refinement discussions culminating with your approval of the final design.

### **Phase 3 Development:**

With the Design Concept phase complete, the TFG programming team now breathes life into the design. Copy and imagery are finalized and compiled for final inclusion. Graphics are optimized for the Web, navigation connectivity is made, database design is finalized and hosting begins. Your access to the project at various points throughout the Development phase ensures that expectations are fulfilled and the desired effect is realized. At the end of this phase, all tools needed for information access, security, site monitoring, content management and issue tracking are incorporated. The site is nearly ready for launch. Your approval is required before proceeding to next phase.

### **Phase 4 Testing and Launch:**

As a front line communication tool, your Web site requires intensive testing to ensure consistent site performance. TFG utilizes both automated and manual testing measures for application integration, scalability, loading and cross-browser compatibility both in and out of the host environment. Your site is complete and ready for launch.

### **Phase 5 Promotion (optional):**

The old adage, "If you build it, they will come," no longer applies to the Web. While search engine optimization most likely played a roll in the original design of your site, driving traffic to your site may require a proactive promotional strategy that utilizes both online and offline vehicles. Promotional tactics include minimal HTML markup that is compliant with current Web standards, strategic keyword placement, continual site analysis and URL submissions to the top search engines and directories, site launch announcements (direct mail), client email blasts, aggressive public relations measures and a proactive link exchange.

### **Phase 6 Management and Maintenance (optional):**

Industry experts estimate that approximately 70% of Web and software related project costs occur during the maintenance phase. Such costly investments can be reduced by ensuring that your Web project is done correctly the first time. At TFG, your Web site is accessible to the widest range of platforms and browsers with maximum flexibility and adaptability for the inevitable: change. In conjunction with a regularly scheduled content management program, TFG also offers ongoing performance optimization to ensure a consistent visitor experience. Minor software corruptions or "bugs" are corrected during regularly scheduled maintenance, while content management can either be scheduled, or on an as needed basis.

