



Displet Design Process

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Site Design Questionnaire

In order to get started, we ask that you fill out our 2 page questionnaire. This lets us know which elements you want to include on the site & how you would like the site to be laid out.

At this time, we establish your color scheme, and ask that you send over your logos & any images you want to include in the design.

If you have any marketing pieces that you currently use and like, it's a great idea to send them over.



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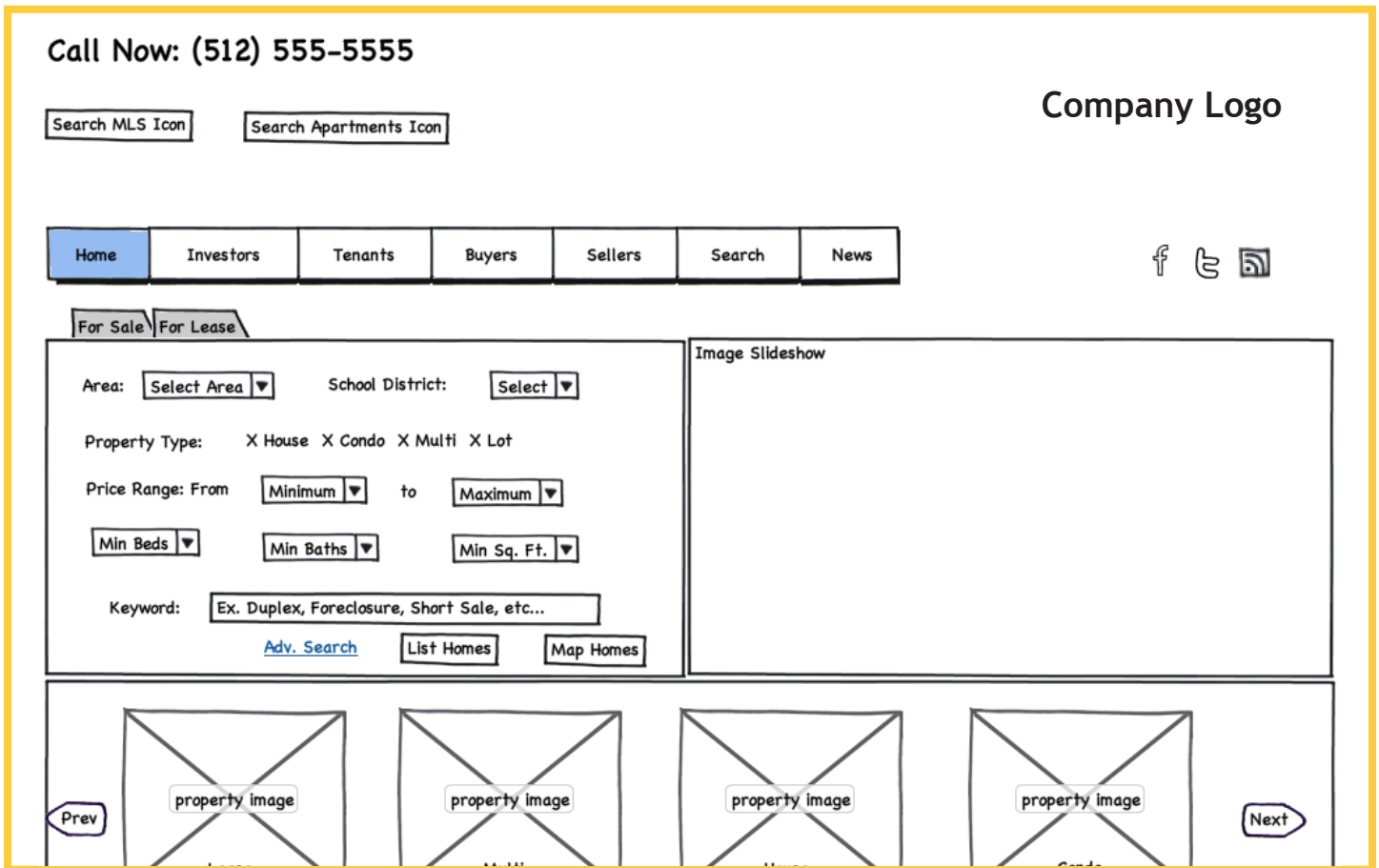
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Wireframing

Wireframes are very rough sketches of the different page templates on your site. This will show which elements you want to include on each page, their placement, and roughly how large each element is.



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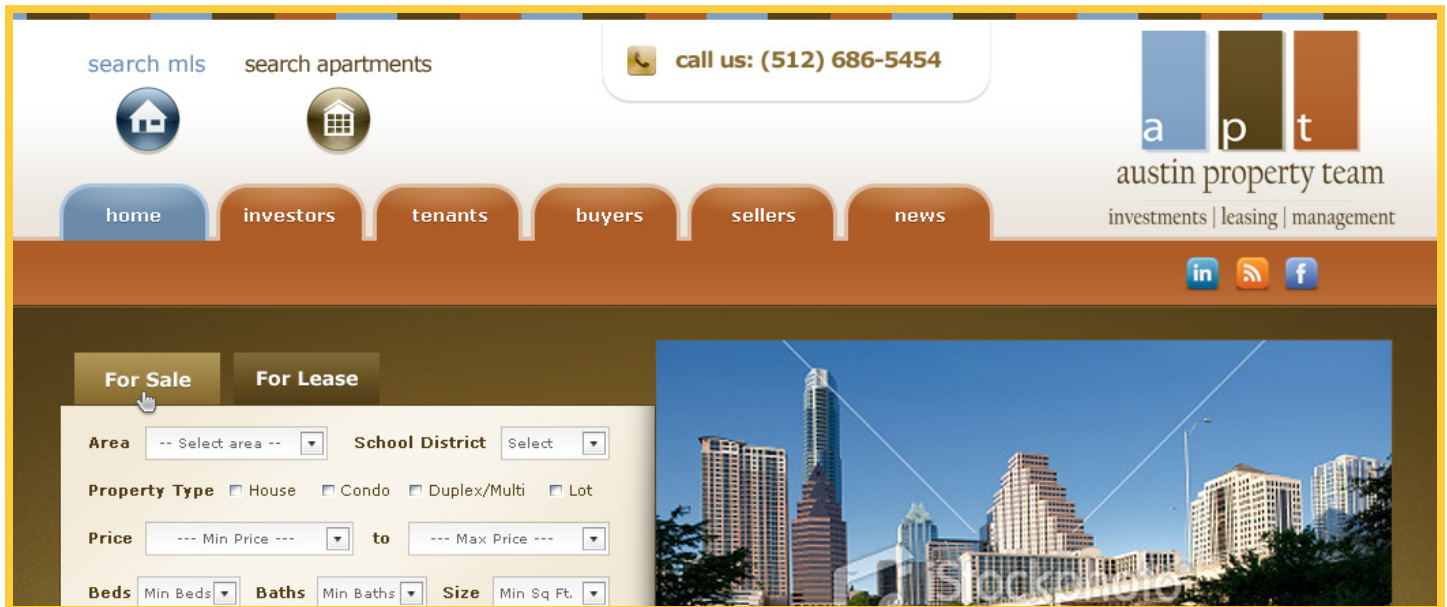
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Graphic Design

The design phase is very exciting, but can be frustrating. We will first put together a mockup of the header of the site, which will set the tone for the entire website. Sometimes, we'll knock it out of the park on the first revision, but it's not uncommon to see 5 or more revisions before it's "just right." After the header is approved, we will mock up the rest of the home page and ask for revisions or approval. This usually takes only a few revisions before approval. From there, we'll mock up every page template we established during wireframing. Because these are variations of the home page, this phase typically moves quickly.



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Development

Your site comes alive! We will refer to the approved mockups and code you website accordingly.

Your site will be populated with lorem ipsum (dummy) text and placeholder slideshow photos - it's ready for you to personalize it!



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Content Population & Site Testing

We try our best, but no one is perfect! So, there's bound to be a few bugs that we'll need to squash. The best way to find them is to use the site.

The best way to start using the site is to add content & then click around to see how your content looks & how the site works.



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Site Signoff

After we've squashed all the bugs, we ask that you "sign off" on the site so that we can draw the project to a close. But don't worry! If you ever find a bug we missed during step #5, we'll promptly fix it at no charge.

Now it's time for you to continue building out the site, promote it, and earn new clients!



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