

My Website Creative Process



CLIENT BRIEF

This is crucial to the successful outcome of your project. This insures that we set guidelines and boundaries upfront before the work begins.

ASKING
QUESTIONS

LISTENING

UNDERSTANDING



SKETCH

Also referred to as "Wireframes". We sketch out our ideas to work efficiently and get the proper visual solution.



RESEARCH

We learn about your business and set goals for the project.

BUSINESS
INDUSTRY
COMPETITORS



MOCKUPS

I create first draft design concepts of your website pages. Usually 3; sometimes more and sometimes less.



PRESENT

I will present these concepts and explain the rationale behind each and why they'll be successful.



DELIVER

When everything has been approved, we deliver the final project files to you.



REVISE

Together we revise your mockups (as necessary) so the design meets the goals outlined.



LAUNCH

Your design is complete, your content is added and you have signed off on the final version.

