

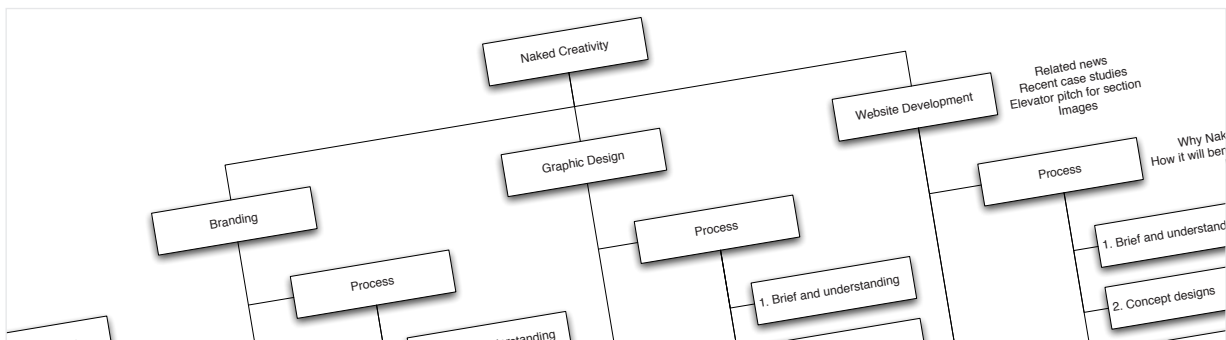
WEBSITE DEVELOPMENT PROCESS

The process of developing a new website will usually follow this general process, with Naked Creativity's website specific proposal including the steps that are relevant to the particular brief.

1. BRIEF AND UNDERSTANDING

All projects start with a design brief. Depending on the project, there may be a full specification to work from, or Naked Creativity will work with clients to compile a specification for the website. This specification will document the required functionality of the project, the actions a visitor will be able to perform on the site, and what administration functionality is required.

At this specification stage, it is extremely useful to know the future plans for the website so that these are taken in to account during development – it makes things easier and cheaper further down the line when new functionality needs to be added! In addition, it is useful for the client to give an indication of the content that will be added to the website (preferably as a site map diagram), as well as any images or other media that are available and should be included. The final content can be provided later in the development process.



During this brief and specification stage, clients will also meet with the key members of the Naked Creativity team that will be responsible for the project and will be given a single point-of-contact with whom they can raise any questions.

2. CONCEPT DESIGNS

All websites contain information – and allowing visitors to find the information they are after is crucial to a good website experience. Information architecture starts with the analysis of current and proposed content, and the design of organisation, labeling and navigation systems to allow users to easily find the information they are seeking. Users typically look for information in three ways: searching, browsing and asking, and information architecture is important in organising content so that it can be found through any of these means. If the project contains a large amount of information, Naked Creativity can work with the client to organise this, and to plan how the visitors should be able to find this. Even in smaller websites, it is important to consider how information is labeled and arranged.

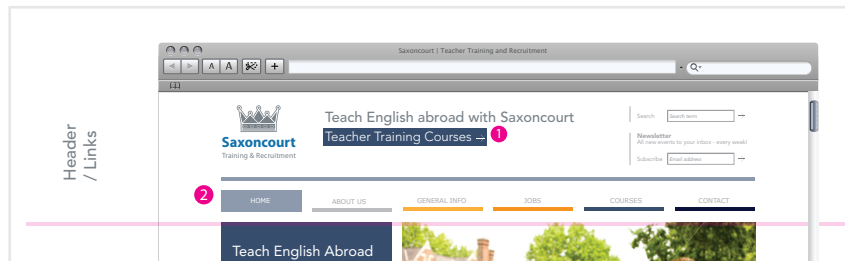
The second aspect to this part of the process is important when looking to increase the traffic arriving at your website from the search engines, using techniques collectively known as search engine optimisation (SEO). This is an in-depth subject, but there are relatively simple steps, which undertaken early in a project can have substantial benefit. Naked Creativity

use several tools to identify the keywords that users might search for to expect to see a certain website as a relevant result. Typically, websites will rank for a company or product name (so called 'brand' keywords), but will be less successful for more generic terms.

In addition, the search engines place a high emphasis on incoming links. As such, Naked Creativity will provide, if relevant, a summary report of where any existing links are coming from, and how many links any competitors may have. This report can be used to develop a link building strategy for the website, which Naked Creativity are happy to provide advice on.

Interface and visual design

The design stage begins with wireframing, a fast method of sketching out pages and the interactions that take place within them. Depending on the scale of the project, these are either presented as block diagrams for



Part of a website concept with explanatory notes

discussion with the client, or incorporated within the visual design concepts for the website. Wireframing is an important part of the design of the website interface, and includes consideration of how the various elements of the website seek to highlight which page is selected, which elements of the page can be clicked, and how elements of a page relate to one another.

The visual design concepts developed are a representation of how the final design could look. Naked Creativity will typically produce three to four design concepts, which will be built using the wireframing process. After a review of these concepts, client feedback is incorporated into a set of refined design concepts. Once these have been signed-off by the client, Naked Creativity can proceed to the development stage of the project, which consists of the front and back end development.

3. DEVELOPMENT

The development stage is often overlooked by clients as a 'mystery step' in the creation of their website and is made up of two parts – front-end and back-end.

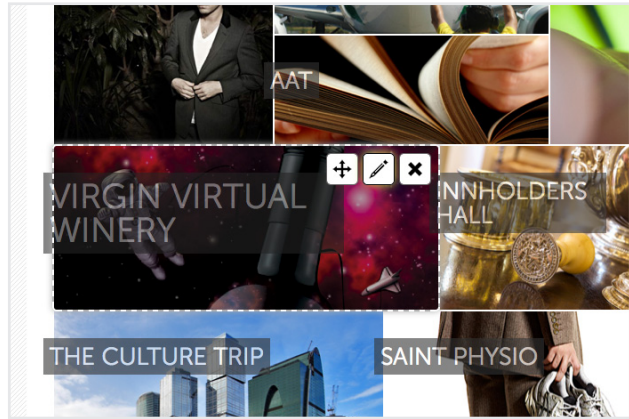
Front-end development refers to the creation of HTML, CSS and Javascript code where HTML is the bare markup of the page, CSS is the styling of each element of the page and Javascript allows client-side interaction to take place. On the other hand, back-end development refers to the programming that runs on the server to allow integration with databases, a content management system, or other bespoke functionality.

Naked Creativity always develop websites to be standards compliant so build to the latest website design best practice. Accessibility and usability are considered a critical part of any website design so as part of the front-end development process, at least one round of usability testing is undertaken. This will vary from internal testing at Naked Creativity, to a larger test conducting at client premises involving potential users of the website. The scope of user testing largely depends on the specific project, but the aims are the same – to validate Naked Creativity and client design decisions, and to test that the website can be successfully used by visitors.

The front end development stage also includes adding all of the content to the website, and creating the relevant pages. During this process, if applicable Naked Creativity use the list of target keywords produced earlier in the process to write unique page titles and descriptions, and to suggest other improvements to content (such as the addition of subheadings or additional keywords), that can improve the search engine ranking of the website.

4. CONTENT MANAGEMENT

Customers often require a content management system (CMS), the purpose of which is to allow website owners to add, edit and remove content from their website. The Naked Creativity CMS (NCMS) allows rich editing of pages, including drag and drop reordering of items on the page, editing of text, uploading and resizing of images, and much more. It also allows the integration of bespoke elements – allowing Naked Creativity to make even the most complex design editable, or to embed content from other systems.



Drag and drop page editing in the Naked Creativity CMS

In very bespoke cases, a system will be developed purely for the purpose of that website. This is usually the case in situations where the website is completely dynamic – meaning that pages are generated 'on-the-fly' in response to a search, filter or input by the user. Websites such as Facebook are an excellent, if extreme, example of a dynamic site – as it is completely user-generated content.

5. TESTING

Perhaps the most important phase of the development process is the testing prior to launch. In addition to regular reviews and testing during the design and development process, Naked Creativity conduct rigorous testing to check that functionality meets the specification, that the websites works as expected in target browsers, and that any feedback given to the user (e.g. error messages) are clear, understandable and visible.

Clients are, of course, highly involved in all stages of the project, not least during testing. Any final client feedback is addressed at this stage, and as it is during the whole development process, the website is available to clients to view and test.

6. REVIEW AND LAUNCH

Prior to launch, Naked Creativity redirect pages from any existing website to the corresponding page on the new website. This avoids any 'Page not found' errors, and helps to maintain current search engine ranking.

Following final client approval, the website is launched.