Web Design Process

The Process

Designing a website is more than just Photoshop and code

The Process

Creating mockups and building the site are actually some of the final steps of creating a website.

The Process

- Discovery
- Conducting a Formal Content Audit
- Information Architecture
- Design
- Production
- Launch

Step 1

Discovery

Step 1 – Discovery

During the discovery process you work with the client to find out what the goals of the website are.

Step 1 – Discovery

- What's the point of the website?

Step 1 – Discovery

- What's the point of the website?
- Who is the audience?

Step 1 – Discovery

- What's the point?
- Who is the audience?
- What does the audience want?

Step 1 – Discovery

- What's the point?
- Who is the audience?
- What does the audience want?
- Competitive research
  - What are other sites doing?
  - How can this site be better or different

Step 1 – Discovery

The discovery process varies depending on the size and scope of your organization, and also the client's organization.

Step 1 – Discovery

The discovery process may result in a formalized strategy document.

Alumnet Strategy Document

Overview

Purpose

Alumnet is a web portal, which provides free access to information and services to Simmons alumnae/i. The aim of Alumnet is to create an active and engaged online community, who continue to stay current with the College's mission, goals, and achievements and who, in turn, understand and internalize its ongoing need to seek their financial support.

Background

The existing Alumnet website was designed in 2003 by the Simmons web team. Simmons engaged Harris Connect (Harris Publishing at the time) to provide technical infrastructure and site hosting in order to deliver both static and dynamic database-driven portions of the site. At the time, it was believed that efficiencies could be gained by hosting the entirety of the site with Harris.

In practice, Harris does not provide an efficient means of updating content on the site, and did not properly build out the site to the web team's original design or coding specifications. As a result, Simmons has been frustrated that the site is not as capable a communications vehicle as it should be.

Proposed Model

The current thinking at Simmons is to bring all static web pages in-house, to be hosted at Simmons

Step 2

Content Audit

Step 2 – Content Audit

- What content do you have?

Step 2 – Content Audit

- What content do you have?
  - Text

Step 2 – Content Audit

- What content do you have?
  - Text
  - Images

Step 2 – Content Audit

- What content do you have?
  - Text
  - Images
  - Other media (branding, design guidelines, logos, movies, etc.)

Step 2 – Content Audit

- What content do you need?
- Is there already a branding strategy in place?
- Are there logos for the site?
- Is there content to fill the site?

Step 2 – Content Audit

Establish who is going to provide or create the missing content for the site

Step 3

Information Architecture

Step 3 – Information architecture

- Create a site map

Step 3 – Information architecture

- Site maps give us visual structure of the site as a whole

Step 3 – Information architecture

- Site maps show the visual structure of the site as a whole
- They also show how the pages will connect to one another

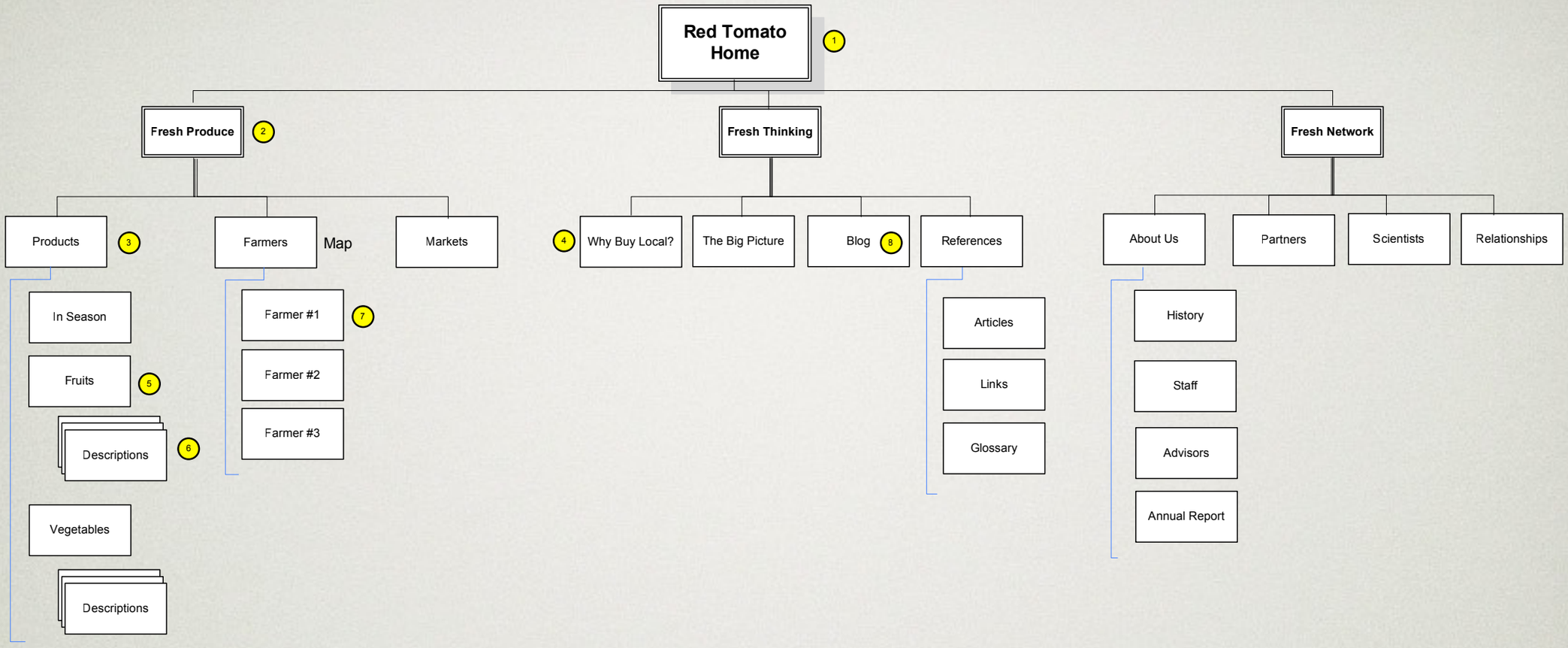
Step 3 – Information architecture

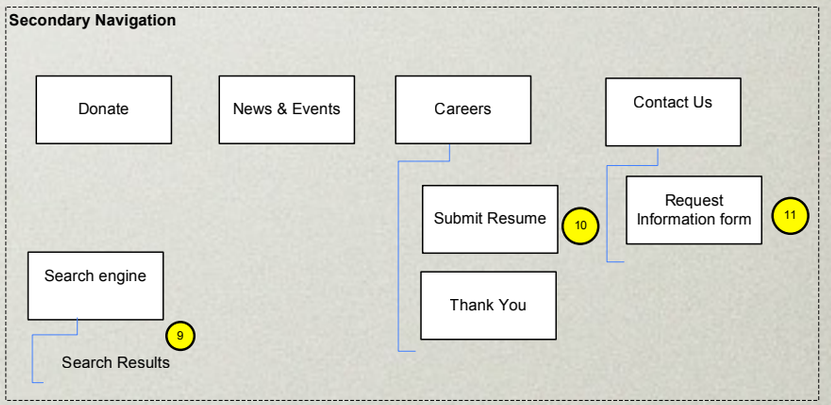
Site maps can be very simple for small or medium size sites

GOOD FOOD

Preliminary Site Map — Version 1.0

- HTTP://GOODFOOD.COM — Home
  - /RECIPES — Recipes
    - /RECIPES/ASPARAGUS-RISOTTO — Asparagus Risotto
    - /RECIPES/CHICKEN-MANGO-CHUTNEY — Chicken Mango Chutney
    - /RECIPES/MANGO-CHUTNEY — Mango Chutney
    - /RECIPES/MANGO-SALSA — Mango Salsa
    - /RECIPES/... — More Recipes
  - /TIPS — Tips
    - /TIPS/JALAPENOS — How to Check for the Hotness of Jalapenos
    - /TIPS/MANGO — How to Cut a Mango
    - /TIPS/... — More Tips
  - /ABOUT — About Us
    - /HISTORY — Our History
    - /MISSION — Mission Statement
    - /PRINCIPALS — Principals
  - /COOKWARE — Cookware
  - /RESOURCES — Resources
  - /CONTACT — Contact
    - CONTACT/FORM — Contact Form
- /REGISTER — Register
- /LOGIN — Log In
- /SITEMAP — Site Map





Site Diagram Key

** Numbers in parentheses are the corresponding templates in the wireframe document.*

Primary navigation category

Secondary navigation category AND utility/feature/news navigation category

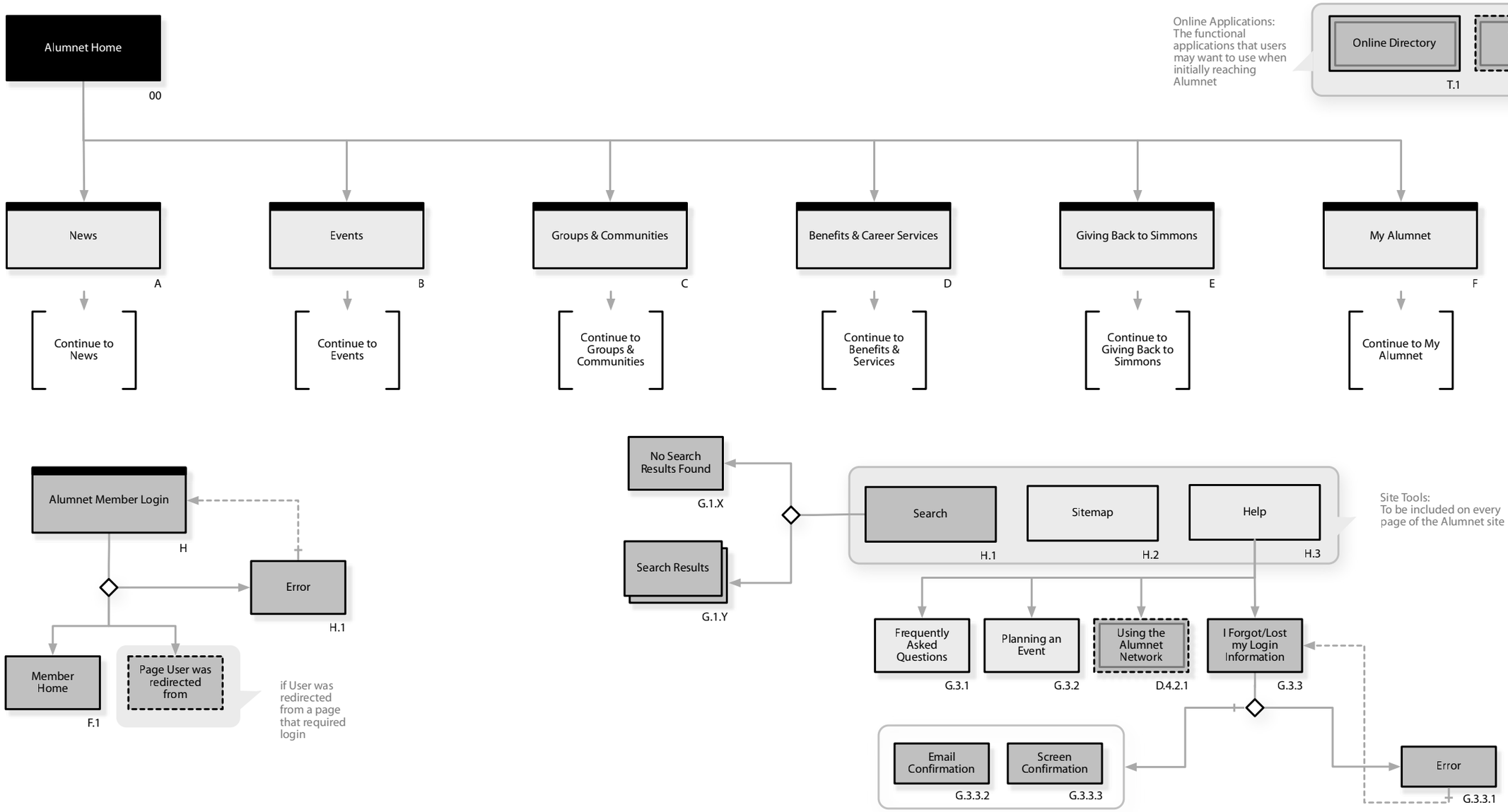
3/25/20085:48:59 PM

Step 3 – Information architecture

Or they can be complex multi-page documents for larger sites

Alumnet Proposed Information Architecture - Round 1

Client : Simmons Advancement & Advancement Communications



Blueprint Key

The result of the Site Map and Content Audit will give us a very good idea of what the final website will be like.

Step 3 – Information architecture

- Create a wireframe

Step 3 – Information architecture

- Helps both you and the client to visualize the structure of individual sections and pages

Step 3 – Information architecture

- Helps both you and the client to visualize the structure of individual sections and pages
- Helps to figure out where all the elements go

Step 3 – Information architecture

What's the point of a wireframe?

Step 3 – Information architecture

What's the point of a wireframe?

Both you and the client will have a formalized understanding of the *structure* and *content* of each page.

Step 3 – Information architecture

What's the point of a wireframe?

This helps shape the site without getting bogged down in what the final pages will *look like*.

Step 3 – Information architecture

- Wireframes can be informal sketches or fully fledged documents

Logó

Domain regisztráció, tárhely

Webadminba lépés

azonosító | jelszó | ok

Domain regisztráció | Tárhely | Társuljon velünk | Domain Zóna | Napcsalád

Domain Zóna hivatalos.hu domain regisztrátor Tel: 22/769 101

Tárhely Csomagok

Domain ellenőrzés

.hu 2.400Ft/2db

Home Tárhely

325

Rendelés

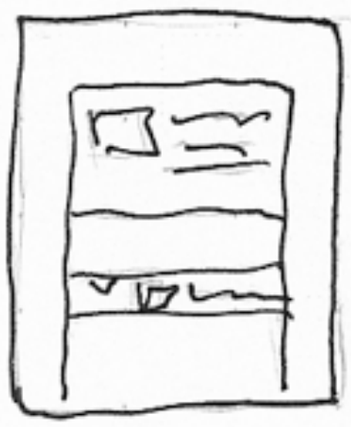
Small

325

rendelés

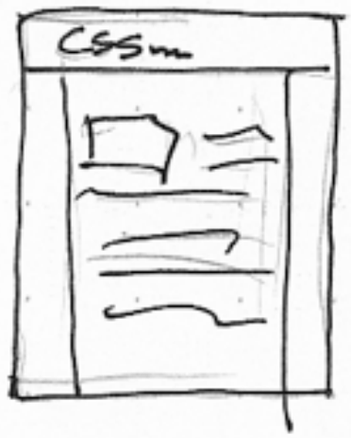
325

we



Styleboost

REF: 2950



CSSMANIA

REF: 2450

Webdesignm

LOGOFolio

Search GO

Red Tomato Logo

Home | Donate | News & Events | Jobs | Contact

Fresh Produce | Fresh Thinking | Fresh Network

Fresh Produce

1

Our products are grown on family farms, using ecological methods including organic, IPM, and biodynamic farming, and sold through supermarkets, grocery stores, coops, and restaurants

What do we want in this space? This is the lead in page for each of the major sections. It should explain what each of the three sections mean – **Fresh Produce, Fresh Thinking, Fresh Networks**. It could be very graphical, filled with writing or some good combination of both. Should really bring out the Red Tomato personality in the copy and images. This is a positioning page that talks about Products, Farmers and Markets. You could highlight specific products here or have a farmer focus that leads you to one of the farmers pages. This shouldn't have a lot of CMS-driven elements. This can be a one- or two-column space.

Did you know? graphic

Let's see if we can out this in the body of this page. If not we'll move it over to the right column.

Read Michael's Blog

image

"Let's talk about how the supermarkets changed our relationship with our food sources... "

2

Meet the farmers

image

The folks at Alyson's Apple Orchard believe something worth doing is worth doing right. Find out what that means.

3

Find out what's in season now

Link this to the In Season page under Products. This description should take a line out of the content area of that page.

4

Join the Red Tomato Team

Want to join the team or get involved? Check out our latest job and volunteer opprtunities.

Donate

Support the Red Tomato mission by making a donation now.

Copyright © 2008 Red Tomato | 1033 Turnpike St. CANTON, MA 02021 T 781.575.8911 LEGAL NOTICE | PRIVACY POLICY | SITE MAP

Default minimum dimensions: 990 x 625 pixels

DESCRIPTION

TEMPLATE 2
Entry page for each of the three major sections of site. Same template used for Fresh Produce, Fresh Thinking, Fresh Network pages.

NOTES

1. We should make sure that we have big message here.
2. This will be pulled from the blog in the Fresh Thinking section.
3. This will be driven by the CMS.
4. Let's discuss having all five of these as standard links on every non-product and non-farm page.

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Search GO

Red Tomato Logo

Home | Donate | News & Events | Jobs | Contact

Fresh Produce | Fresh Thinking | Fresh Network

Home: Fresh Produce: Farmers

Alyson's Apple Orchard

Image

Image | Image | Image | Image

Visit Alyson's Apple Orchards
57 Alyson's Lane
Walpole, NH 03608
(800) 856-0549

▶ **Take the online farm tour**

▶ **View the website**

Bob Jasse believes something worth doing is worth doing right. In 1981, retired from a fast-paced job as a technology executive, he and his wife Susan envisioned a place that they could shape and love, a welcoming retreat for others as well a place to put down roots. They started Alyson's Apple orchard from scratch, on 500 beautiful acres of rich glacial soil in the Connecticut River Valley of southwest (Walpole) New Hampshire.

Red Tomato Products:
* Product 1
* Product 2
* Product 3
* Product 4

Today the 50-acre orchard—luscious with apples, pears, peaches, plums, cherries, grapes and berries—is the centerpiece of a pastoral expanse of woodlands, ponds, and trails. A conference center and lodge host weddings, reunions, and other events.

The orchard is based on innovative high-density, European-style planting, and from the beginning has been committed to Integrated Crop Management (also known as Integrated Pest Management or IPM) – a 'best practices' approach that primarily relies on cultural practices and the action of beneficial organisms to manage pests. Orchard manager Homer Dunn, – a skilled, passionate, long-time orchardist – oversees the extensive hand-cultivation, careful pruning and attention to the orchard ecosystem that strengthens trees, keeps pests in check, and increases productivity. Irrigation ponds, which recycle water from the orchard, are so pure that trout and other native species thrive in them.

There are over sixty varieties of apples in the orchard, including many heirlooms and regional favorites. In spring, 75 hives of bees are brought in to help wild bees pollinate the 28,000 trees.

Alyson's Apple Orchard is a tableau of beautiful sights, fragrances, and flavors. It is also full of sounds: frogs and songbirds abound, serving as natural predators for orchard insects. Voices of visitors picking fruit or celebrating a special occasion mingle with the sounds of birds, frogs, bees and rustling breezes— audible evidence that the ecosystem is healthy and diverse.

Alyson's supplies Red Tomato with Eco Apples, including many varieties of heirloom apples. Visit their website at www.alysonsorchard.com

PREVIOUS | NEXT

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Default minimum dimensions: 990 x 625 pixels

DESCRIPTION

TEMPLATE 7
Description of participating farms and farmers

NOTES

1. Copy can be as long or short as you want. The page will simply expand down..
2. When user clicks on these images they replace the image in the larger area.
3. Click pulls up a slide show viewer or a video viewer depending on what is available for this farm. If nothing is available, this won't show up.
4. Click brings up new window with farmer's website. If there is no website, this won't show up.
5. Click on a product takes you to the product page. Or you could just put prose in here with links to content such as copy on eco-apples.
6. Users can click through each of the farmer's profiles in sequence if they prefer.

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Step 3 – Information architecture

No matter how fancy the wireframes are the point is always to show the structure of the page, not the actual design

Step 3 – Information architecture

Review

Site map – Gives us the structure and scope of the entire website

Wireframe – Gives us the structure and content of individual sections and pages

Step 4

Design

Step 4 – Design

Before diving into the design of the website, it's best to think of the overall design scheme

Step 4 – Design

- What will your site look like?

Step 4 – Design

- What will your site look like?
- What colors will you use?

Step 4 – Design

- What will your site look like?
- What colors will you use?
- What will be the *feel* of the site

Step 4 – Design

- Create a Mood Board (or style tile)

Step 4 – Design

- The mood board gives us and idea of the design scheme of the site

Step 4 – Design

- The mood board gives us and idea of the design scheme of the site
  - colors
  - textures and patterns
  - fonts
  - images
  - possibly examples of similar sites

soft
our approach
welcome
make contact
our work
Take the full tour.
Create your free wedding website
handmade
baby
our boy
play
SEARCH
ACTION BUTTON
sweet

National Breast Cancer Foundation Website Mood Board

Version: KFv3

Sample Color Pallette

#BE384D #DB4D6F #F6B0C0 #A19366 #99CC33 #CAF573 #CCDEA8 #DACAB0

Sample Patterns & Textures

Sample Photography & Illustrations

Sample Typography

Help for today, hope for tomorrow!

Font: BlackJack Regular

National Breast Cancer Foundation

Font: Century Gothic Regular

Page content text sample. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse in massa id augue sodales tincidunt. Curabitur vitae enim aliquet tellus pulvinar suscipit. Vivamus ut erat laoreet pede luctus iaculis. In egestas orci nec diam. Class aptent taciti sociosqu ad litora torquent

Designer Notes:

This concept uses a vibrant natural color palette ranging from deep rose and pink values to bright shades of green and tan. The use of these natural tones is intended to promote a feeling of health and well being in as well as to compliment the current branding.

Rich, vibrant photography with a focus on family and community coupled with natural patterns and shapes would add a contemporary feel to the overall design.

Fonts were chosen to keep the overall feeling of the design comfortable and informal. San serif fonts were specifically chosen for page content as they are generally easier to read.

Other Design Elements

The Examiner
WASHINGTON

Style Tile
version:1

Election Headline

Font: Kulturista Web Bold by Typekit

Election Subhead

Font: Kulturista Web Rugular by Typkit

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

This is an example of a Text link »

Learn More ⊙

Possible Colors

Possible Patterns

Current Comprehensive

Smart Stimulating

FIRST PRESBYTERIAN
Ann Arbor | Michigan

Style Tile Version 1

GROW. LOVE. SERVE.

Example Heading 1

Example Heading 2

Example Heading 3

EXAMPLE HEADING 4

> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrud

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

This is a text link...

This is an active text link...

Learn More | Go

Click Here »

Possible Primary Colors

Possible Accent Colors

Informative

Uplifting

Friendly

Welcoming

Light

CLOSE MARKET

STYLE TILE V1.00

COLORS

#97E9C3

#DAC3B2

#525254

BUTTONS

ACTION BUTTON ACTION BUTTON

ACTION BUTTON ACTION BUTTON

ADJECTIVES

FRESH

ORGANIC

HIGH QUALITY

NATURAL

TEXTURES

FREE DELIVERY

TITLE

SUB TITLE

Morbi accuMorbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat

ACTION BUTTON

Step 4 – Design

- Create Design Mockups

Step 4 – Design

- Create your mockups in whatever imaging app your comfortable with

Step 4 – Design

- But it should be Sketch

Step 4 – Design

- Create your mockups in whatever imaging app your comfortable with
- Focus on the details

Step 4 – Design

- Create your mockups in whatever imaging app your comfortable with
- Focus on the details
- Don’t get bogged down in code

W | STREET
ASSOCIATES

We are web strategy consultants.

We help you get started. We help you set goals, understand your audience, set the stage for a successful, focused web project. We help you get unstuck and keep you moving. We help you troubleshoot and we provide sage advice. Read more ➜

Contact Us

Donna Tramontozzi is the consummate industry veteran. She worked at Digital Equipment during its heyday – VMS, VAX machines – when DEC was on top. There she worked in a number of capacities.....

Read more ➜

Michelle Chambers is a serial entrepreneur. She loves creating businesses and is always on the lookout for building a new opportunity. Her career in technology and the internet has ranged from corporate environments.....

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- Dana-Farber Cancer Institute
- Smithsonian Institution
- Massport
- MIT
- Brown University
- RSA Conferences

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Insert Group Ungroup Create Symbol 25% Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Forward

Page 1

Mobile Portrait
<hr>
Header
Avatar
Blog.io
Bitmap
Header Mask
Desktop HD
<hr>
Body
Header
Avatar
Blog.io
Bitmap
Header Mask

Desktop HD

Mobile Portrait

Lorem ipsum dolor sit amet

Position 636 X 316 Y
Size 168 Width 168 Height
Transform 0° Rotate Flip

Avatar

Opacity 100%
Blending Normal

Fills
Fill Normal Blending 100% Opacity

Borders
Inside 10

Export
1x None PNG
2x @2x PNG
Size Suffix Format

Export Layers

Step 5

Production

Step 5 – Production

- Code the site

Step 5 – Production

- Code the site
- HTML and CSS

Step 5 – Production

- Code the site
- HTML and CSS
- Use design images created from Photoshop or Sketch

Launch