

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

- [/REGISTER
Register](#)
- [/LOGIN
Log In](#)
- [/SITEMAP
Site Map](#)

[HTTP://GOODFOOD.COM](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](#)

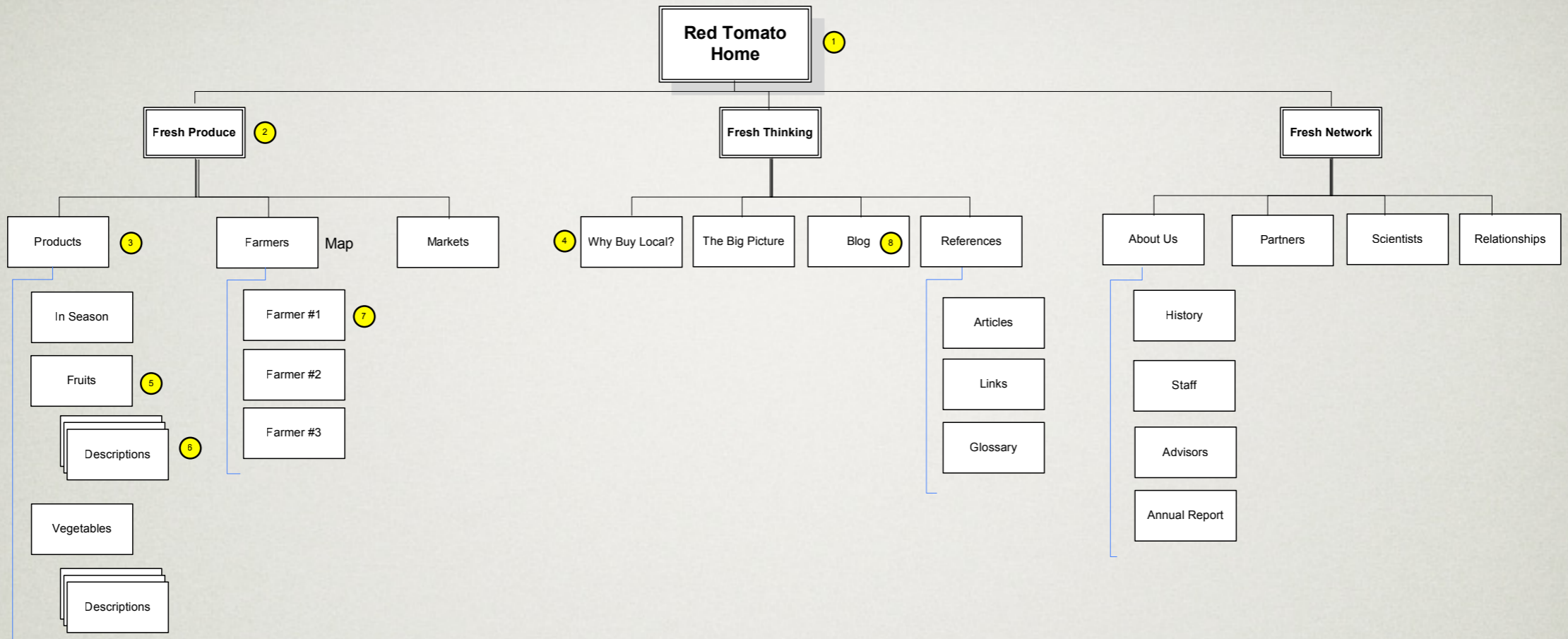
[/PRINCIPALS
Principals](#)

[/COOKWARE
Cookware](#)

[/RESOURCES
Resources](#)


[/CONTACT
Contact](#)


[CONTACT/FORM
Contact Form](#)

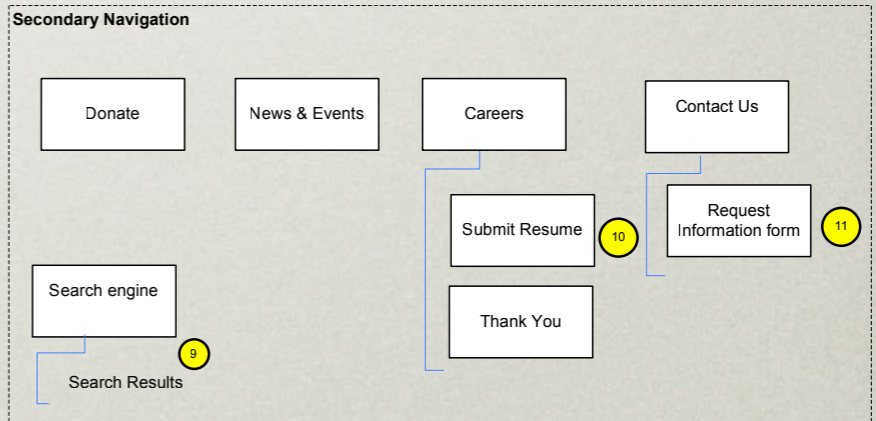


Site Diagram Key

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

 Primary navigation category

 Secondary navigation category AND utility/feature/news navigation category

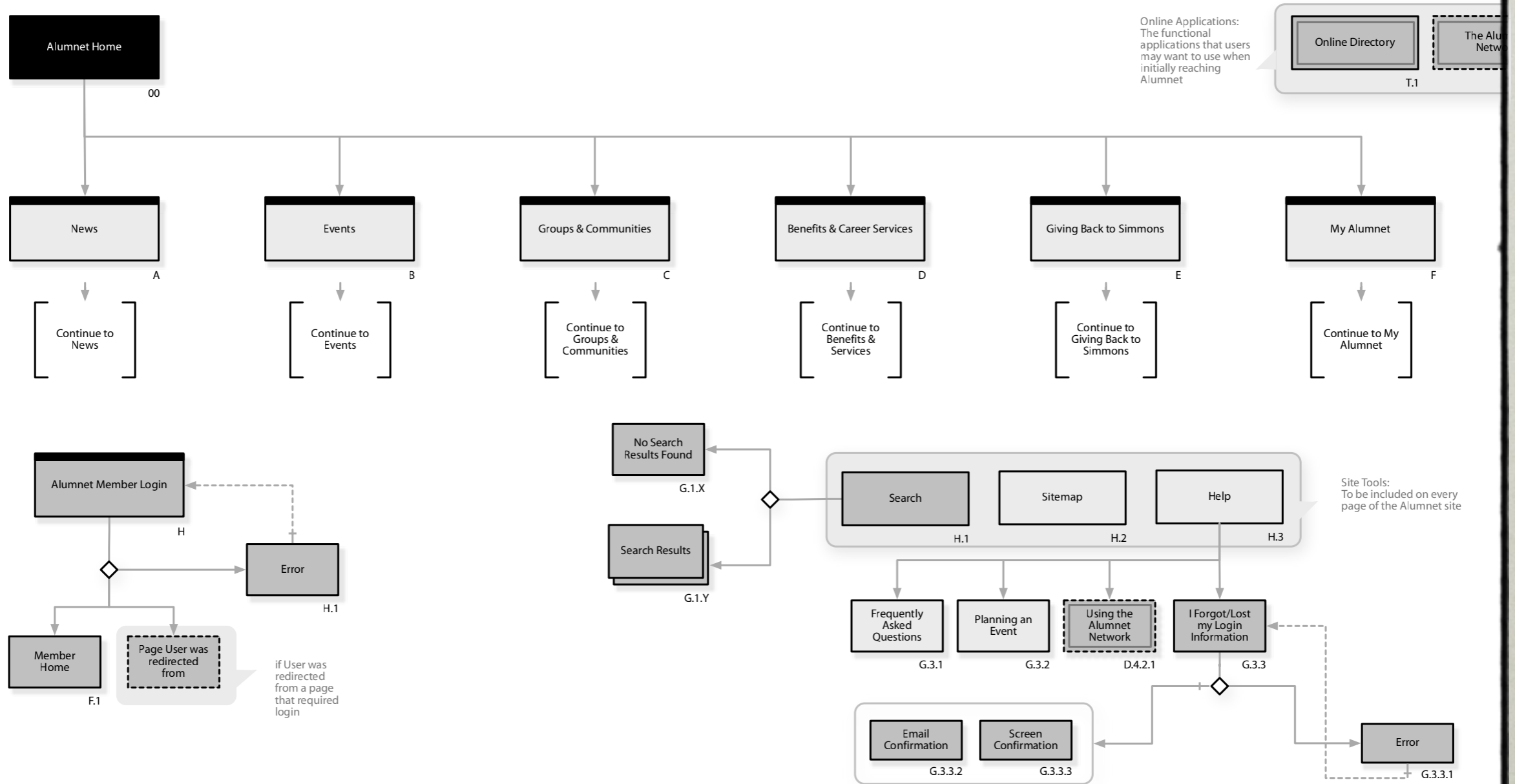


STEP 3 – INFORMATION ARCHITECTURE

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
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Webadomány bejelenés
azonosító jelszó OK

Domain regisztráció | Tárhely | Társuljon velünk | Domain Zóna | Kapcsolat

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

Tárhely csomagok

Domain ellenőrzés
.hu 2.400 Ft/év

Home Tárhely

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Regisztráció

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325

regisztráció

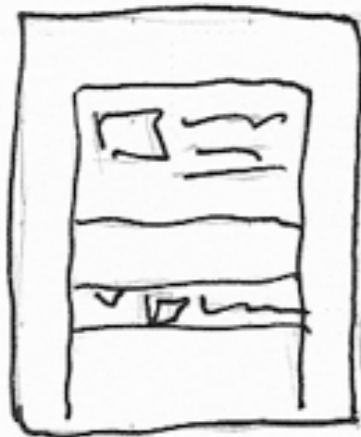
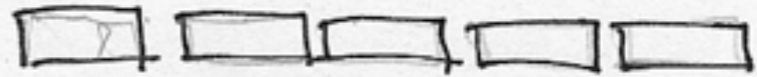
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Styleboost

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CSS MANIA

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REF: 2450"



Webdesigning



LOG OF d

Search  GO

Red Tomato Logo

Home | Donate | News & Events | Jobs | Contact

Fresh Produce

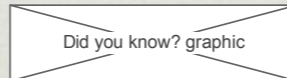
Fresh Thinking

Fresh Network

## Fresh Produce

**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.



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



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

### Meet the farmers



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

### 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.

### Join the Red Tomato Team

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

### Donate

Support the Red Tomato mission by making a donation now.

#### 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.

© Red Tomato 2008



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

1 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.

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.alysonorchard.com](http://www.alysonorchard.com)

#### Red Tomato Products:

- \* Product 1
- \* Product 2
- \* Product 3
- \* Product 4

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

◀ PREVIOUS | NEXT ▶

#### 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.

© Red Tomato 2008

# STEP 3 – INFORMATION ARCHITECTURE

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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

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## 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

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Design

# STEP 4 – DESIGN

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

# STEP 4 – DESIGN

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- What will your site look like?

# STEP 4 – DESIGN

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

# STEP 4 – DESIGN

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



# STEP 4 – DESIGN

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- Create a Mood Board (or style tile)

# STEP 4 – DESIGN

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

# STEP 4 – DESIGN

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



soft



Take the full tour.



Create your *free* wedding website

handmade



baby



SEARCH

ACTION BUTTON

sweet

## Sample Color Palette



## Sample Patterns &amp; Textures



## Sample Photography &amp; 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, consectetur 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



# STEP 4 – DESIGN

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- Create Design Mockups

# STEP 4 – DESIGN

---

- Create your mockups in whatever imaging app your comfortable with

# STEP 4 – DESIGN

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



- 
- But it should be Sketch

- 
- ...or maybe Adobe XD

# 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.....



[Read more +](#)

## Current Clients

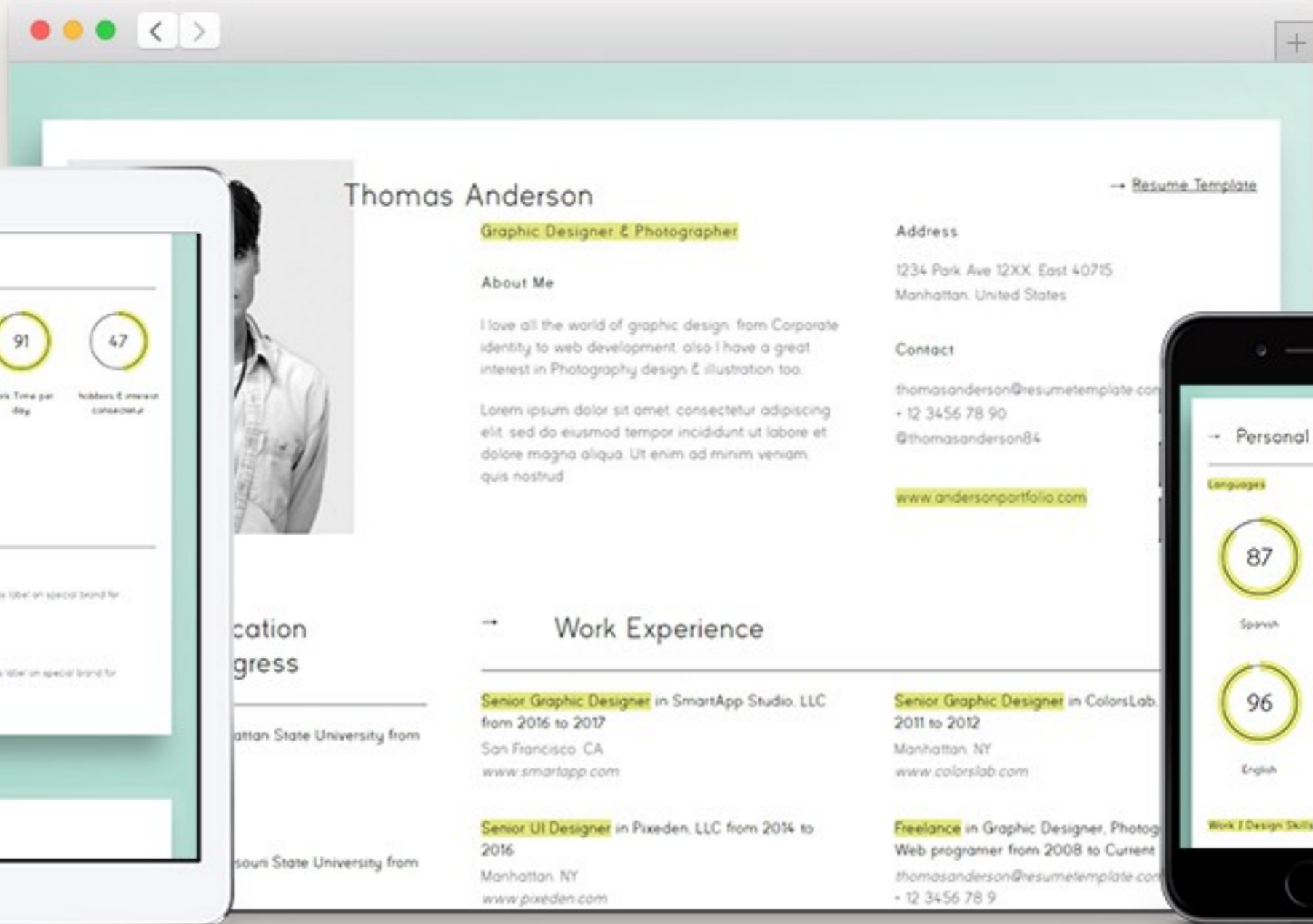
[Click on a logo to learn more](#)



## Former Clients

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





# Thomas Anderson

→ [Resume Template](#)

## Graphic Designer & Photographer

### About Me

I love all the world of graphic design, from Corporate identity to web development, also I have a great interest in Photography design & illustration too.

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

### Address

1234 Park Ave 12XX, East 40715  
Manhattan, United States

### Contact

thomasanderson@resumetemplate.com  
+ 12 3456 78 90  
@thomasanderson84

[www.andersonportfolio.com](http://www.andersonportfolio.com)

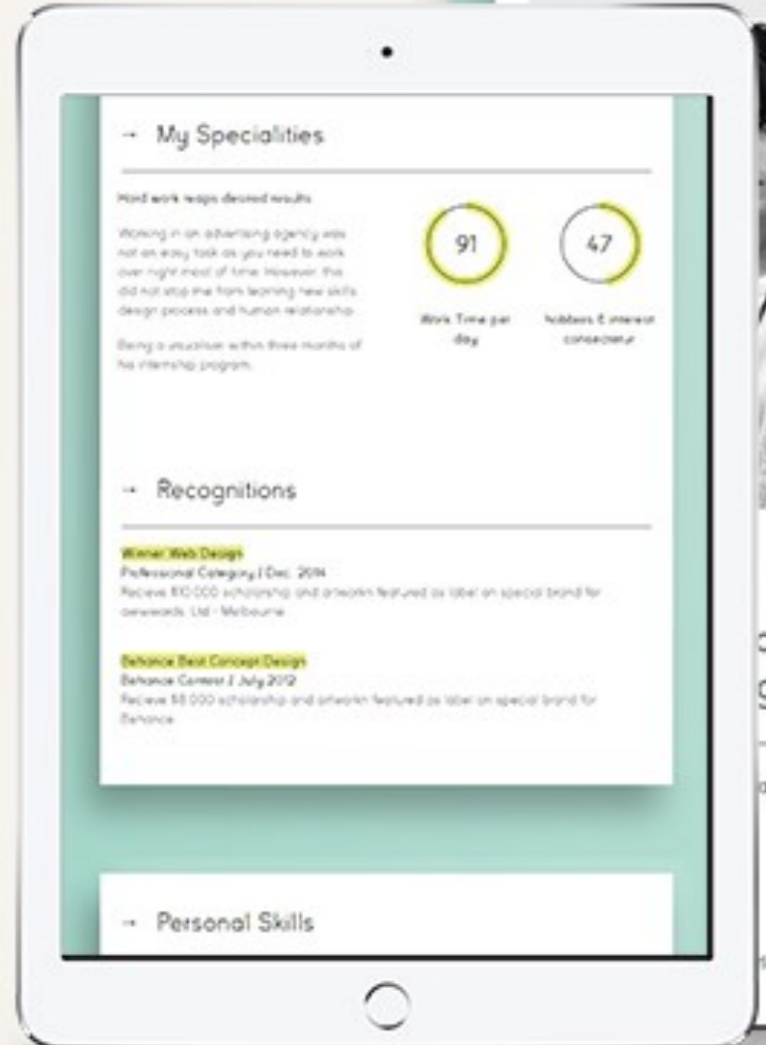
## Work Experience

**Senior Graphic Designer** in SmartApp Studio, LLC from 2016 to 2017  
San Francisco, CA  
[www.smartapp.com](http://www.smartapp.com)

**Senior Graphic Designer** in ColorsLab, 2011 to 2012  
Manhattan, NY  
[www.colorslab.com](http://www.colorslab.com)

**Senior UI Designer** in Pixeden, LLC from 2014 to 2016  
Manhattan, NY  
[www.pixeden.com](http://www.pixeden.com)

**Freelance** in Graphic Designer, Photographer, Web programmer from 2008 to Current  
thomasanderson@resumetemplate.com  
+ 12 3456 78 9



### My Specialities

Hard work leads desired results

Working in an advertising agency was not an easy task as you need to work over night most of time. However, this did not stop me from learning new skills, design process and human relationships. Being a creative within three months of his internship program.



Work Time per day



Hobbies & interest

### Recognitions

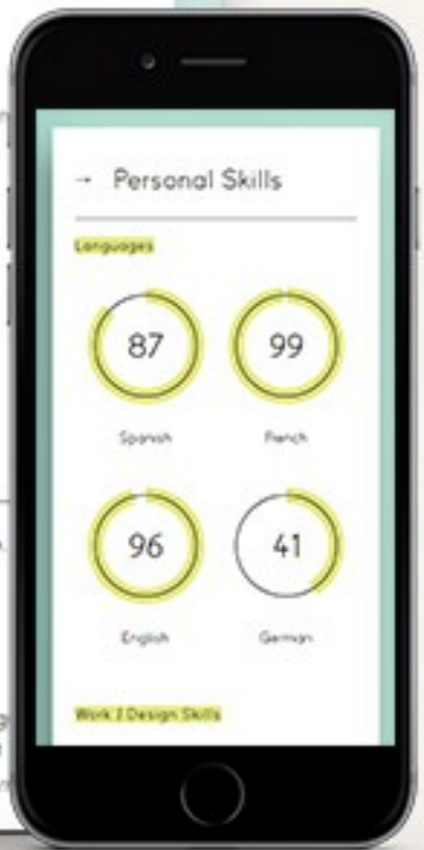
#### Winner Web Design

Professional Category | Dec. 2014  
Receive \$10,000 scholarship and artwork featured as label on special brand for overseas. Ltd - Melbourne

#### Behance Best Concept Design

Behance Contest | July 2012  
Receive \$8,000 scholarship and artwork featured as label on special brand for Behance

### Personal Skills



### Personal Skills

#### Languages



Spanish



French



English



German

#### Work & Design Skills



Page 1 ▾

Mobile Portrait

<hr>

Header

Avatar

Aa Blog.io

Bitmap

Header Mask

Desktop HD

<hr>

Body

Header

Avatar

Aa Blog.io

Bitmap

Header Mask

Desktop HD



Mobile Portrait



Lorem ipsum dolor sit amet

Posted on the 10th of July 2014 under no category. Read more

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent risus nisi, sagittis lacinia elementum, eu convallis massa aliquet. Sed ac pretium libero. Nullam et orci non ligula, sed ornare eros. Pellentesque interdum frugiat ipsum, eu posuere tellus nulla sed. Nulla pretium nulla euismod. Ut convallis sagittis vestibulum sagittis nulla faucibus. Quisque pharetra ut lectus non convallis. Etiam eu tristique massa. Moris vel ipsum pulvinar, tempus nulla ut, egestas.



Position 636 X 316 Y

Size 168 Width 168 Height

Transform 0° Rotate Flip

Avatar

Opacity 100%

Blending Normal

Fills Fill Blending Opacity

Borders Inside 10

Export Size Suffix Format

1x None PNG

2x @2x PNG

Export Layers

Filter

# **STEP 5**

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Production

# STEP 5 – PRODUCTION

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- Code the site



# STEP 5 – PRODUCTION

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- Code the site
- HTML and CSS

# STEP 5 – PRODUCTION

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- Code the site
- HTML and CSS
- Use design images from Sketch, Illustrator, Photoshop, etc

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**LAUNCH**