Radius
Web Development Process

To build a web site Radius employ a Ten Stage site development process. During this we will cover the following ten stages:

1. Define Site Objectives Stage

We need to understand 'why' you want a website and what you want to achieve. Because 'everyone has one' is insufficient if you want to have a useful site that contributes to your business.

2. Audience Definition Stage

With your objectives in mind we then try and understand who your target audience/s are, what they want and what they are expecting to see and get when they visit your site.

3. Information Architecture Stage

We can then decide what pages you require, how they should link together and draw up a Sitemap. This will comprise of Primary, Secondary and Tertiary pages to ensure the right information is displayed to the right person at the right time during their journey through your site.

4. Functionality Specification Stage

If your site requires any process functionality it is then specified at this stage. Radius will then decide how to address your needs utilising either packaged or custom solutions as required.

5. Content Creation Stage

We, you or a copywriter, will then work on the the copy for the site and assemble any related images, diagrams or video as required.

6. Design Stage

With the audiences in mind and the content to hand we can then design your site to present your information in the most effective way.

This involves designing a demo site of 2 -3 pages with dummy content and presenting it to you for feedback. Should you dislike the demo we will build you another until you are happy.

If we don't manage to build you a demo site you are happy with you are at liberty to pull out of the contract at this stage without cost.

Once we have a demo site you are happy with however we will then work with you to tweak the design until it is completely as you want it.

At this point we will ask you to sign off the design and any further major changes after that will be chargeable at the discretion of Radius.

7. Build Stage

Once the site design has been signed off we will then build you site using the content provided.

This is again subject to tweaking until we reach a stage were you are happy with the site and we can go to the testing and quality stage.

8. Testing & Quality Stage

The site is then tested by us and by you. With larger sites we can also test it on small focus groups to ensure selected minor audiences try the site before it is released to the wider world. Any unseen issues can then managed before go live.

Once done the site it is then put through a comprehensive Quality Audit to check code, links, functionality etc. All sites are then re-tested in all current browsers and across all likely device sizes.

9. Go Live date

We agree a date and the site goes live. If this needs to be over a weekend this can be accommodated.

10. Shakedown

Due to the nature of web development all websites have minor issues in the first few weeks of operation. Together with you Radius keeps an eye open for any issues that do arise and will deal with them quickly.