

Radius Web Development Process

To build a website Radius employ a ten stage Web Development process:

1. Define Site Objectives Stage

We need to understand 'why' you want a website and 'what' you want to achieve.

Simply 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 work to understand who your target audiences are, what they want and what they are expecting to gain when they visit your site.

3. Information Architecture Stage

Next we 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, in the right order and at the right level of detail during a visitor's journey around your site.

4. Functionality Specification Stage

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

5. Content Creation Stage

You or a copywriter create the copy (text) for the site and assemble any page related images, diagrams or video as required.

6. Design Stage

With your audiences in mind and the content to hand, we can 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, using your feedback, until you are happy.

Once we have a demo site you are happy with, we will work with you to adjust the design until it is as you want it.

At this point we will ask you to sign off the design. Any subsequent major changes may be chargeable, at the discretion of Radius.

7. Build Stage

Once the site design has been signed off we build your site using the copy and any images provided.

This is again subject to editing, until we reach a stage where you are satisfied 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 if possible. Any unseen issues can then be managed before the site goes live.

Once completed, the site is put through a comprehensive Quality Audit to check code, links, functionality etc.

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. Working with you, we keep an eye open for any issues that do arise and deal with them quickly.