1 OF 4. **Strategy**

Start with why. Understand your business, industry, and highest goals. Offer a third-party and technical perspective. Get everyone on the same page. Craft a clear vision and make an intentional plan of execution.

PREREQUISITES

☐ Pre-discovery survey

    ☐ Content strategy

    ☐ Preliminary user research

☐ Competitive landscape

☐ Tech considerations

☐ Budget/ROI

THINGS WE DO

☐ Discovery & strategy session

☐ Define requirements & goals

☐ Project planning & milestones

☐ Information architecture

☐ Content strategy

☐ Design strategy

☐ Application architecture

☐ SEO/Marketing strategy

☐ Define target audience

DELIVERABLES

☐ Discovery deliverables (see document)

☐ User flows

    ☐ Acquisition

    ☐ Onboarding

    ☐ Path to value

☐ Sitemap (content types, primary navigation, goals of pages)

☐ Wireframes

2 OF 4. **Design**

Create with purpose. Design with the end-user in mind. Commission the most talented designers in the nation. Deeply care about form *and* function. Establish a design system and language and use it to create a beautiful and cohesive product.

PREREQUISITES

☐ Brand guidelines

☐ Sales & marketing material

☐ Design inspiration

THINGS WE DO

☐ Design brief

☐ Mood board

☐ Design exploration

☐ Design presentations, feedback rounds & iterations

☐ Responsive design

DELIVERABLES

☐ High-fidelity page designs

☐ Design system

3 OF 4. **Engineering**

Execute with skill. Write high quality code. All in-house. Care about performance and maintainability. Faithfully render the designs in the browser or device. Test thoroughly.

PREREQUISITES

☐ Determine tech stack

☐ Gather access to current product

    ☐ Domain name registrar

    ☐ Current servers

    ☐ Current CMS

☐ Gather access to third-party tools

    ☐ Social media accounts

    ☐ Analytics

    ☐ Digital asset management software

    ☐ Email marketing provider

    ☐ Customer relationship manager

THINGS WE DO

☐ Content migration

☐ Backend

    ☐ CMS development

    ☐ API development

☐ Integrations

☐ Frontend

    ☐ UI kit implementation

    ☐ Build out page designs

☐ Deployments

☐ Testing

    ☐ Client testing & punchlist

    ☐ Browser & device testing

    ☐ Accessibility audit

    ☐ Performance testing

☐ SEO configuration

DELIVERABLES

☐ Editor backend for content management

☐ Staging environment to see work-in-progress

☐ Status updates

4 OF 4. **Delivery**

Take the project to completion and beyond. Deploy on performant, scalable, and resilient infrastructure. Set up a plan for uptime monitoring and disaster recovery. Ensure client happiness. Establish means for the product to continue to evolve.

PREREQUISITES

☐ Plan for hosting

☐ Plan for support & enhancement

THINGS WE DO

☐ Launch checklist

☐ Hosting setup

☐ Hosting & maintenance (see document)

☐ Training sessions

☐ 90-day software warranty (see document)

☐ Post-launch accessibility audit

☐ Support retainers (see document)

DELIVERABLES

☐ Your launched product

☐ In-site or in-app documentation

☐ Architectural diagrams