

Our Process

Last Updated Thursday, 17 April 2008

We have a process for identifying and fulfilling your business needs. We start by listening to you, discovering exactly what you need to accomplish, setting a timeline, and executing.

We have a process for identifying and fulfilling your business needs that we have found to be effective.

1) Discovery Phase

Our first step is simple: Understand what you need. This begins with our initial contact with you, and is completed prior to beginning a project in earnest.

During this phase, we generally schedule a time for a phone conference. Depending on the nature of your service needs, we plan follow-up conversations, contact members of your team for more details, or conclude that we have the information we need to plan to serve you.

We want to know what you really hope to accomplish through using our services. If we think we can deliver on your expectations, we move to the next step.

2) Assessment

Following Consultation, we further evaluate your needs and produce a proposal. We generally review the proposal by phone to answer any questions. The proposal includes or may be followed by a contract agreement. Once we receive the signed contract, work begins. Timing for completion of your project can be estimated at this stage.

3) Prototype

For Website and other development projects, a Prototype is crucial. In this step, a visual, flow chart, or other representation of a working product or process is provided to gain your approval.

It is at this stage that design and any other functional or creative changes are requested and made.

Once the Prototype is approved, we are ready to begin developing your project.

4) Development

With an approved Prototype in hand, our production of the working strategic documents, website, or marketing campaign is commenced. Regular progress reports are provided during this time.

5) Delivery

There is nothing more exciting in this business than going live with a new website or other high-impact project. We are careful to make sure that the final product is ready for prime time. With a thorough testing protocol, we switch over to the new site at 4AM, CST to minimize service interruption.

6) Follow-up

We provide numerous services to meet your ongoing website or other marketing needs. For clients with technical support or maintenance agreements, requests are submitted by phone or email and are usually completed within 48 hours.