



Design Methodology

A detailed look at the stages we go through to ensure your web media development is smooth and efficient.

Each new web media project we take on at Nelix® goes through its own development process, but they share similar stages and benefit from standard procedures.



Design Call

The first step is to outline the goals for your new website. This includes learning about your new products and marketing approaches, your intended audience, and how your company can best present and position itself for success.

What we need from you:

- All the benefits and features of your product.
- Your own ideas about your website, organizational identity and marketing strategy.
- Your current marketing materials, logos, brochures, catalogs, text, colors and style.
- Any other information you'd like to contribute.

From here, we can develop the overall goals, size and scope of the project.

Design Meeting

Spending some time in research and planning ensures the creative stage will be more directed and efficient. At the design meeting, the ideas for the site start to come together, including the content, visual style, motion graphics, interactivity and functionality. We also collect the supporting materials we'll need to begin development

- We identify the client project manager, a representative from your staff who provides the text copy, collateral photos and graphics, seeks and evaluates input from your own staff and clients, and has the authority to approve the stages of development.

We'll also discuss some of these enhancement options:

- Nelix® ProjeX Portal
- Macromedia Contribute
- Seasonal or monthly updates
- Nelix maintenance package

Planning

Before the rough concepts are developed, we plan out what ideas, elements and links will be chosen to represent your company's online identity. The homepage is your trademark for style and organization. It also contains most of the site's search engine criteria. A balanced and informative homepage can get more users to the site and ensure their success once they arrive.

- We create a site flowchart, a blueprint showing how the content fits together, making sure nothing falls through the cracks.
- We plan simple, clear navigation structures.

Composition Stage

Successful work comes out of a process of trial and error, allowing time to consider several approaches, trying them out and revising them. We present several rough concepts or 'comps' within about two weeks of our meeting and ask for your comments. The more objective and specific you can be, the better we will be able to respond. Your feedback helps us refine the rough concepts into finished concepts. Our goal is to make you stand out in your industry. Our strength is in balancing visual excitement with clarity and usability.

Revision

Revision takes about a week, followed by a second presentation. Our presentation generally includes layout examples for the homepage and internal pages.

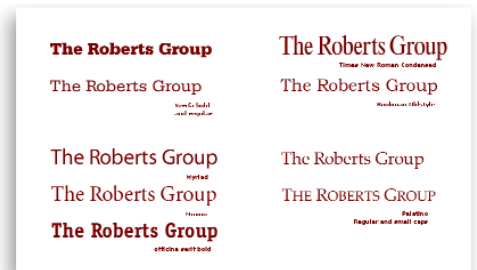
Development Stage

The refined, expanded comps are developed into functional web pages. Graphics are optimized for download speed and clarity. Html and other code are optimized for simplicity and updatability. By developing a design system rather than simply creating layouts, we save hours of work in updates and maintenance, while giving users a consistent, rewarding experience.



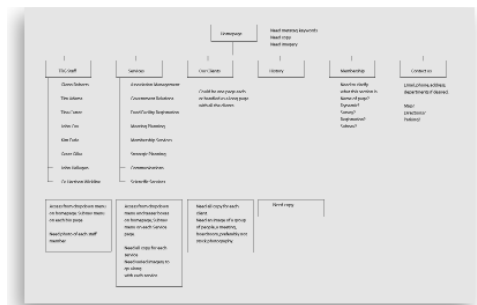
Case Study

A successful web site is the product of careful planning, trial and error, and the application of creative and technical skill. These examples show the steps we took to create a new web site for The Roberts Group, an association management company in Washington, D.C.



Planning

- Photos draw people into the text. These photos were considered for The Roberts Group site. The expense of finding and purchasing photostock is worthwhile when the right image is found.
- We developed logotypes based on the original printed logo.
- A flowchart provides a blueprint for the site, showing how the content fits together and making sure nothing falls through the cracks.





Design Process

Nelix® is dedicated to high-quality design and usability standards. Well-designed web media makes complex ideas manageable, improves communication and elevates your customer relations. By responding to each client's needs and goals, each project results in a unique design and intuitive functionality. Your feedback throughout the process is integral to our success.

Design Software

- Adobe Photoshop 7
- Adobe Illustrator 10
- Adobe ImageReady 7
- Macromedia Dreamweaver MX
- Macromedia Flash MX
- Olympus digital camera
- HTML hand coding
- Quark Express 5



Comp process

After the initial planning of content and goals, we create roughs to explore various compositions, themes, color schemes and type treatments. These are some of the rough concepts we showed to the client. The client's feedback was crucial in leading to the final design.

A successful design must balance aesthetic appeal with intuitive functionality and minimal file size.



Programming Process

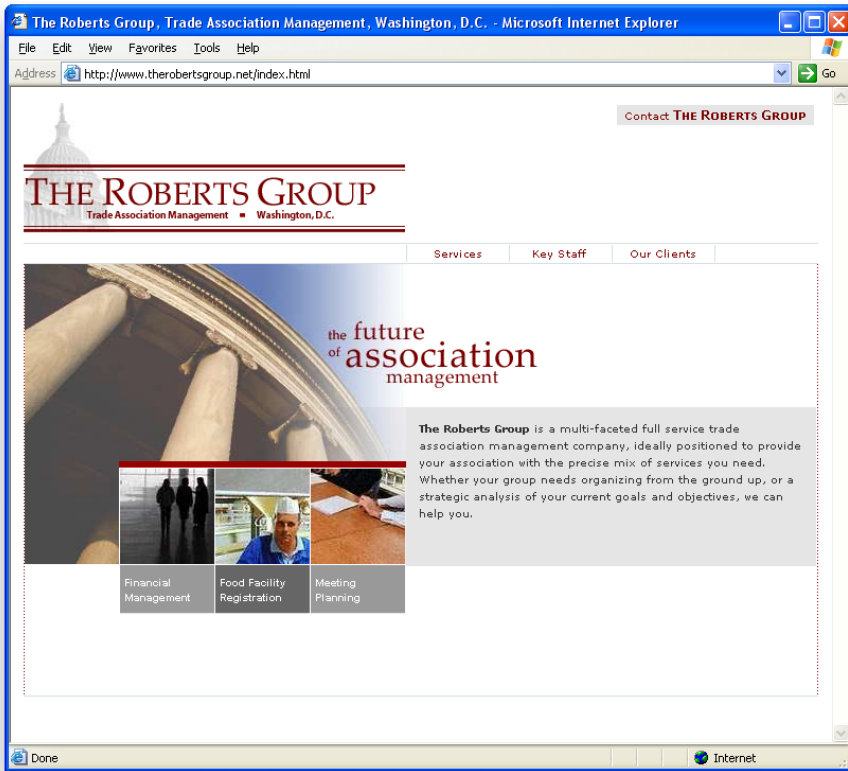
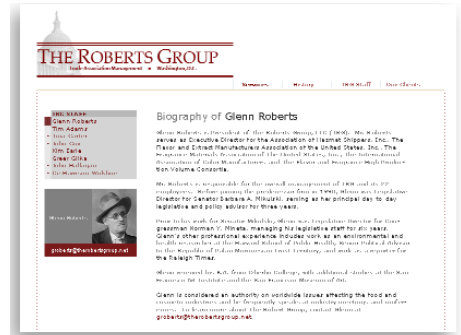
Our developers take a creative and systematic approach to programming technology. Laying a proper foundation and framework for your application will yield long term robustness and reduced maintenance. For users, this means a system that works.

Database Applications

- SQL Server
- Microsoft Access
- Visual Basic
- 4th Dimension
- FileMaker
- Oracle
- MySQL
- Visual FoxPro
- Many other applications

Comp process

Following approval of a revised comp, interior page concepts were created to complete the design system.



Implementation

Shown above is the homepage design, complete with animated Flash section highlighting their services. On the right is an interior feature page with subnavigation. The consistent interface helps shape the complex subject matter into an attractive, organized package.



Implementation Stage

Once the visual design system is nailed down and the content is collected, we layout the remaining feature sections, motion graphics, apply style sheets and format photos for the remaining pages. Links, email addresses, login fields and functionality are completed.

Finalization:

The Nelix® team performs a final walk-through, combing the site for errors and testing functionality. Meta-tags are added for search engines. The client project manager is encouraged to edit content for accuracy. As soon as the hosting details are confirmed, the site is ready to launch live. Nelix® will submit the site url to the top search engines. Expect 4-6 weeks for the search engines to scan and insert your site to their database.