



Graphic Design & Creative Services

WEB DESIGN PROCESS

Your website is “home base” for all your marketing. It’s the first place people will go when they want to learn more about your company, it’s vitally important that it has impact. It needs to convey the emotion of your brand without sacrificing usability and clear organization of information.

With the help of our trusted partners anything is possible, from animation and music to database driven web applications. Our websites range between \$3 - \$10k and typically take 4-6 weeks for design and development. The payments are spread out over the process at key points. Below is a breakdown of our process and payment schedule. If you have any questions, please feel free to call us anytime at 360-609-5759 or email us at: designteam@tribe2studios.com.

1. Initial Meeting

Our first meeting is an informal, “getting to know you” that typically lasts about an hour or so. It usually takes place at our location or by phone and is free and without obligation. This is where we find out about your goals, functional needs, and a general idea of your brand.

2. Proposal/Estimate

From here, we write up a formal proposal for the project. This typically covers the project specs, an outline of site pages, content responsibilities, project timeline, costs, and an overview of the process. This is sent as a .pdf document that can be signed, dated and submitted back to us if accepted.

3. Acceptance of Agreement

Upon acceptance of the proposal, we have a little paper work to take care of before we kick off the project. We send a project agreement that more formally details our commitments. We send this to you in pdf format via email to review. If you have any questions or need to revise the agreement, we work it all out so everyone is happy. We also send an invoice for the first of three phases. The three payment phases are split equally over the project. Once our Agreement has been signed and we have received the down payment, we begin the discovery phase.

4. Discovery / Content

It is critical for the designing process, that we have a clear understanding of who you are, what your goals are, and what you are saying. This means that first, we

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must have all your content. This includes final copy, specific imagery, data base and server information and form field information.

If you need help creating content for your site, we can help you out. We work with fantastic writers, photographers, animators and illustrators. This usually looks like a few meetings to discover the details and goals of the project to determine your needs then create the plan to make it happen.

5. Concept

After we have discovered who you are and what you want to do, we begin to create the look and feel of the site. Working from the information and your branding, we create concepts for you to review. Based on your feedback, it usually takes 1 to 2 revisions and then everyone is happy and signs off. At this point, the second of three payments is due.

6. Development

From here, we put it all together. Guided by the final concept, we build the foundation, flesh out the site, then detail it. When we're ready for you, we test it and give you a week to explore it for any corrections or minor adjustments. At the end of the week, you can send us your notes and we'll make the revisions and repost it. At this point we invoice the third and final payment for the site.

7. The Big Day

After your site is tested, looking good and working beautifully, we go live. After we post the new site, we check to be sure all the links are working correctly and all is well. But just because your new site is up and running, the journey isn't over.

Marketing / banner ads

We can help you get your site out to the world by designing banner ads, print ads and direct mail pieces to drive traffic to your new site.

Site updates / Long term relationship

Keeping your site fresh is an important part of how your site ranks on search engines. This can be weekly, monthly or quarterly updates to your site, or additional pages and functions. We can help you design and implement solutions to your needs and help your site grow with you. We bill by the half hour so you're not paying for more time than you need.

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