sourcecodestudio

Web Design Project

New Clients Guide

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Let's Talk!

If you have any questions we would love to speak to you about your project. We work with a range of industries, so don't be shy!

01284 717278

hello@sourcecodestudio.co.uk
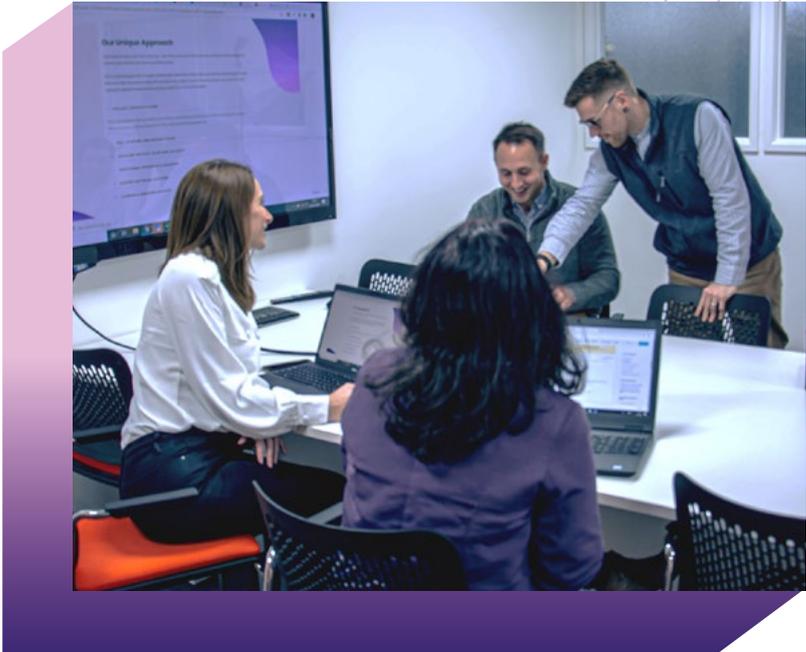
Technology House, Western Way,
Bury St Edmunds, Suffolk, IP33 3SP

The Green Duck Family

Source Code Studio is a part of The Green Duck Family which consists of three technology departments. In addition to our Green Duck IT services, The Green Duck Family has also taken Source Code Studio and Labsec under our wing.

The incorporation of Labsec and Source Code Studio into The Green Duck Family means that we can offer a single point of contact for all IT, software and security needs.

The Green Duck Family

Green Duck IT

Green Duck IT provides full IT services including support, Connectivity, VOIP, Hardware and Cloud Services. Green Duck IT is the single 'go to' for everything IT as part of The Green Duck Family.

Visit Website

Source Code Studio

Source Code Studio provides UI/UX focused design and development of bespoke software, websites and mobile applications. Source Code Studio showcases the creative side of The Green Duck Family.

Visit Website

Labsec

Labsec delivers continuous security monitoring, consultancy and strategy planning, penetration testing and Cyber Essentials certification services. Labsec showcases the security side of The Green Duck Family.

Visit Website

Project Timeline

37% of the web is built on Worpress

01 Consultation & Scoping

During our initial consultations we will work with you to understand your business needs to provide you with a tailored indication of cost. Then our experienced in-house UK based team creates a detailed schedule itemizing every step thorough the project.

02 UI/UX Design

We first discover your unique set of user motivations and hesitations in order to design a better user experience and set tailored goals. We then make high fidelity prototypes of the initial design which are provided via an online link, so you can really experience your new websites. This helps you to get a real feel for the final product that you don't get with pdf's or printed pages.

03 WordPress Development

Our WordPress specialist next takes the finalized prototype and using the latest standards builds your bespoke website to deliver a seamless experience across all devices. If you require an eCommerce website, we also specialize in adding the world's most customizable e-commerce platform, WooCommerce.

04 Testing & Training

Our sites are deployed to our proof website server, so they can be tested for quality assurance by our team. You will then have time to review and test yourself prior to an extensive CMS training day, including one-to-one help ready to launch!

05 Launch, Hosting & Support

Now we have designed and built a website tailored to your users and industry, our team will launch your website globally. As part of The Green Duck Family we can provide not only our own range of hosting & support packages, but also IT Support from Green Duck IT, and Cyber Security Solutions from Labsec.

Responsibility

We Design

Through the course of our design process we will discover your brand, and using typography, colours and layouts we will aim to enhance this to appeal to your users. Our designs are UI/UX lead, which means we will go through a process of discovering what your users want so we can set goals for the website to achive. We produce high-fidelity prototypes for you to review and to provide feedback on until you are 100% happy.

We Develop

Our development team takes over once the designs have been confirmed. At this stage they will begin building your bespoke code on the WordPress CMS platform. The developers will also be adding any plugin or bespoke functionality required. During the course of development we like to book review meetings where you can see the progression of your project. This gives you a chance to ask any new questions you might have.
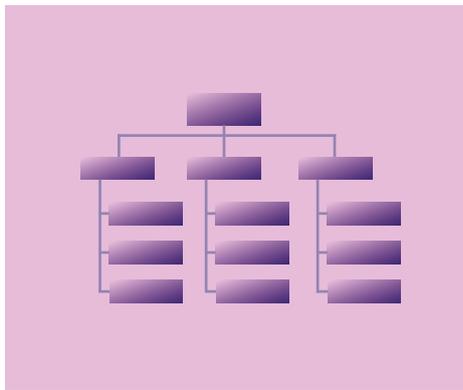
You Provide the Content

Unless you have purchased copywriting services as part of your package, the responsibility of providing copy and images is yours. We will help migration of old content from a previous website, depending on the compatability of the export. Our websites come with training which will give you the ability to add, amend and delete content via the CMS going forwards. During training we will also help assist you in the upload and population of your content.

"We'll be with you every step of the way to answer any questions"

Content Guide

When it comes to content we put you firmly in the drivers seat, letting you have full control of the CMS. This means 3 key areas are fully updatable giving you the ability to add, amend and delete the sitemap, copy and images once training has been complete.
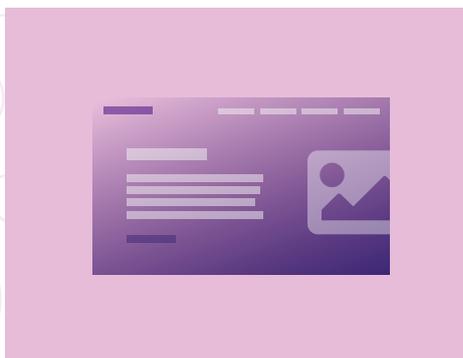
Sitemap Structure

The first step to content is creating a sitemap to break down your information into pages and sub-pages that aid the users journey towards your goals. Try to make top level page names short and obvious, this helps the user make that first step. Sub-pages are usually where you would find longer page names to help the page index well on Google.

Responsive Website Images

On a responsive website images will automatically be cropped and/or resized to display on smaller screens. You can also compress images to reduce their file size using websites like tinypng.com to speed up loading times especially on mobile. Once you have uploaded your images to the media library the CMS will give you a huge amount of flexibility.

Copy For SEO

Copy can be easily copied and pasted into the websites CMS or written directly on the page. Once the copy is on the page you can select different layouts, add pre-defined styling and interactive elements such as hyperlinks, downloads and buttons. Try to always aim for at least 300-500 words for any page you would like found on Google.

Design Stage

01. Personna Questionnaire

To identify the users needs we will need to create a Persona. By running through this process we can unpack the users needs and create a tailored user experience. The purpose of working with personas is to be able to develop solutions, products and services based upon the needs and goals of your users. That is why we focus on a "Goal-Directed" persona, which cuts straight to the nitty-gritty.

02. UI/UX Audit

The persona questionnaire helps us to then evaluate the current avenues avaiable for conversion and determine their effectiveness. Through delving deeper into the current website we can highlight more oppotunities for improvement by looking at the following 5 key areas: User Journey, Design, Mobilr, Desktop & General.

03. High Fidelity Prototype

Once we have a clear set of goals for the website we then use your branding and content to successfully meet these goals using the latest in user interface techniques. The prototype will be built in Adobe XD and a link will be provided to your interactive design. Here you can experience the website design including clickable buttons, links, hover effects and other interactive elements.

04. Design Review & Sign-Off

Our review process starts by producing a homepage and presenting the design so we can discuss in person. This gives us a chance to get first impressions and we leave you with a link that you can add comments to for amendments. When the homepage design is confirmed we create the internal pages using the same styling. Once you are 100% happy with the designs we sign-off ready for development.
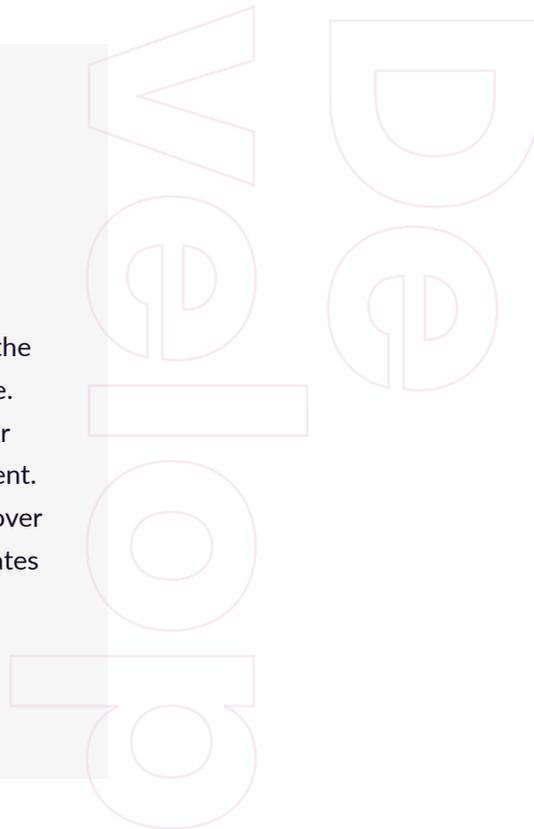
Development Stage

01. Proof Site

We start the development stage by creating a proof site to build the website on. Throughout the development stage we will arrange meetings to run through how we are progressing. This gives you a chance to see the projects progression and to ask any questions.

02. Bespoke Code

Our Wordpress specialists will build the look and feel of the website on the Wordpress CMS using bespoke code. This gives you the building blocks for creating pages using your own content. The advantage of using Wordpress over a bespoke CMS is the regularly updates including security, new features and usability.

03. Additional Plugins

Another advantage of Wordpress is the ability to easily add additional functionality through the use of plugins. Plugins can be made by anyone, so you can shop around and find the plugin that works for you. The advantage of plugins is you can add expensive functionality at a fraction of the cost. This means you can also quickly and easily expand your website as your business grows without the risk of expensive and slow to create bespoke functionality.

04. Content Migration

Next our development team will try their best to extract any content you have on your current website that you would like migrated to your new website. This isn't always possible or required but please let the team know early if you would like this. Our team can usually find out pretty quickly if content migration is possible once they have access to your current CMS.

Going Live!

01. Testing

All our websites go through an extensive internal quality assurance testing on our proof server. We also provide the website to you prior to training so you can beta test.

02. Training & Content

Once the development is complete and confirmed by our QA team we book you in for a day of training (if included in your package). Our training will help you get to grips with the Wordpress CMS. We then help you upload your new content included help and advice on layouts and design plus usability and SEO tips to get you off to a strong start.

03. Launch & Hosting

Now the website has been populated with content and you are confident in using the CMS we can begin the launch process. As part of your package you should have a hosting package suitable for your needs. If you feel you need a bigger or smaller package please feel free to talk to the team to get this adjusted or if you have any questions. The go-live process should take between 24-48 hours to fully populate servers globally. This means if you are planning a launch we recommend at least a 3 day window.

04. Support

A free 3 month support agreement will begin after deployement of your website. This is to provide you with the confidence should any minor bugs arise we will be available to resolve it as quickly as possible. Following this, if you have selected a support package it will commence. Finally, as part of The Green Duck Family we can also provide IT Support from Green Duck IT, and Cyber Security Solutions from Labsec.

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