TODD BLANK DESIGN

WEB UI IDENTITY

STRATEGIC · AWARD-WINNING · EFFECTIVE · DESIGN
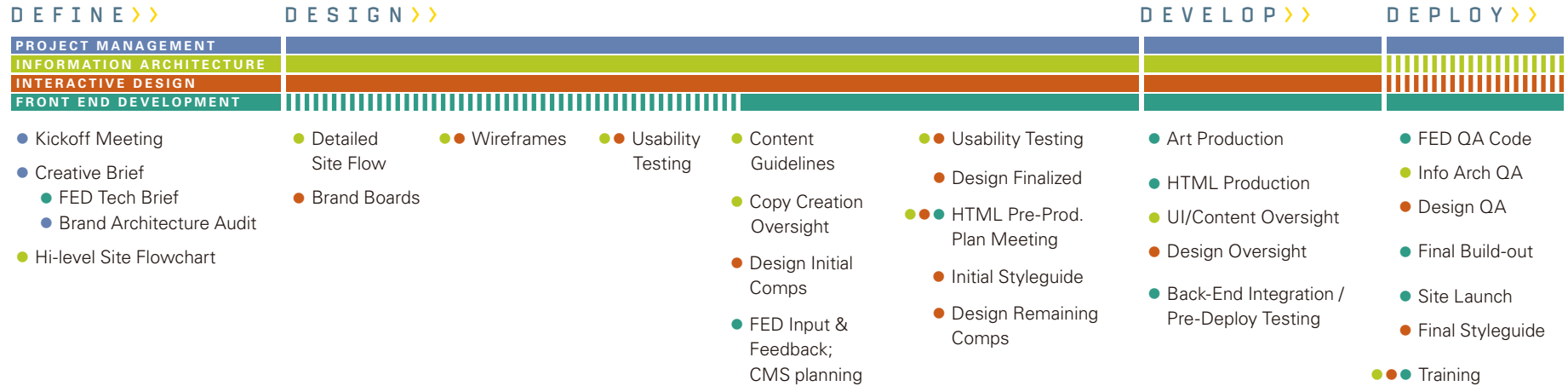
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BLANKING GOOD DESIGN.

OUR PROCESS

DEFINE >>   **DESIGN** >>   **DEVELOP** >>   **DEPLOY** >>

| PROJECT MANAGEMENT |
| INFORMATION ARCHITECTURE |
| INTERACTIVE DESIGN |
| FRONT END DEVELOPMENT |

DEFINE
- Kickoff Meeting
- Creative Brief
  - FED Tech Brief
  - Brand Architecture Audit
- Hi-level Site Flowchart

DESIGN
- Detailed Site Flow
- Brand Boards
- Wireframes
- Usability Testing
- Content Guidelines
- Copy Creation Oversight
- Design Initial Comps
- FED Input & Feedback; CMS planning
- Usability Testing
- Design Finalized
- HTML Pre-Prod. Plan Meeting
- Initial Styleguide
- Design Remaining Comps

DEVELOP
- Art Production
- HTML Production
- UI/Content Oversight
- Design Oversight
- Back-End Integration / Pre-Deploy Testing

DEPLOY
- FED QA Code
- Info Arch QA
- Design QA
- Final Build-out
- Site Launch
- Final Styleguide
- Training

1. DEFINE: Information Gathering, Analyzing and Planning
Successful projects require careful planning. At Todd Blank Design, we start by gaining insights through audience analysis of specific needs. We use research to clarify and set objectives and then we map out potential site structure and user task flows. The final deliverable of our Define Phase is a unique client strategy that delineates the creative approach, potential functionality and information architecture.

2. DESIGN: Blending Usability and Clear Content with Award-Winning Look and Feel
In this Phase, we map out scenarios for content organization, navigation and taxonomy. Then the visual design focuses on typography, color, layout, grid systems, imagery and motion to support the messaging and resonate with the intended audience. We view writing as an extension of design. People intuitively understand good writing as well as good design, as flow, sequence and composition occur both in language and in visual space.

3. DEVELOP: Technology in the Service of Design
Todd Blank Design's development process has been refined and reshaped throughout roughly 100 Web site projects. Getting Web sites to function and appear exactly as intended, across various platforms and Web browsers, is a highly specialized skill, one that we excel in. We have a passion for the combination of art and science that comprises this craft.

4. DEPLOY: Implementation, Quality Assurance and Documentation
Honing our process ensures accountability, on-time delivery and creative excellence. Close attention is given from the outset of each project: test scripts are created, user experience obstacles are resolved and bugs are detected and fixed. To ensure a smooth hand-off and to provide clients with the ability to extend, enhance or modify the work, we have developed a methodology for creating style guides to suit any client's requirements.

Roles / Participants:
- Project Management
- Information Architecture
- Interactive Design
- Front End Development (FED)

*The above diagram shows a robust process for a large-scale Web site or online application.