

## WEBSITE DESIGN PROCESS

**This document is designed to help you understand the steps that we will follow during the development of your site.**

IQnection divides design projects into 4 separate phases. Each phase covers a different portion of the project. You will be asked to sign off on each phase of development before proceeding. Once you sign off on a phase, we will not be able to return to that phase without incurring additional expenses.

The 4 phases are:

1. Look & Feel
2. Site Build and Navigation
3. CMS Build & Client Training Session
4. Site Promotion & Feedback

### PHASE I: LOOK & FEEL

Following the first design appointment, our designers will begin work on your site. The purpose of the first phase is to find a look and feel for your site that you like. Our designers will provide you with rough sketches or digital design layouts for your approval. During this process, you may go through several iterations until you arrive at a design layout that you like.

#### Important Actions For You To Accomplish During This Phase:

- Identify existing websites that appeal to you. Focus on design /layout.
- Supply us with your logo and tagline and any digital images you want to include.
- Approve a design layout.

Sign and date below to move forward to the next phase, or use the space below to request additional changes to your layout. Do not sign and date this document unless you are ready to move to the next phase.

---

---

---

---

---

\_\_\_\_\_  
Domain Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

I Am Ready To Commit the Work Done In Phase I & Move To Phase II



"Your intelligent connection"

215-345-5424

215-489-1872 fax