

Building a Website

Objective Driven Websites

At MCC we believe that understanding objectives is the single most critical factor in the success of any web development project, and fundamental to our approach. We use a selection of techniques to help us discover what your objectives are and equally importantly what the objectives of your sites' users and your target audience are likely to be.

All web sites are created to fulfill multiple needs

Fundamentally, the web is an information medium. People publish stuff - in any medium - in response to a need for information. Success depends on fulfilling that need.

Information can be 'hard', like the cost of hiring a conference suite, or 'soft', such as an impression about the quality of a company, product or service.

Your site may have information that people want, you may have information that you want them to have that they don't necessarily want, or you may want to get information from them. Your site may be a way to pass information between different consumers. (Or all of these things at the same time!)

It's vitally important to appreciate that all types of web site try to resolve multiple needs. The owner must have a need which drives them to create a website (to earn money, to gather information, to promote a brand). The site's visitors must have a need (to earn money, to succeed at their work, to be entertained, to add to their possessions).

Behind all these needs are goals that drive our desires and behaviour. It's our goals that drive us to use web sites, to buy products and use services.

Pursuit of goals drives all behaviour

People visit web sites because they want to achieve something, a certain state, usually having got something or having done something.

It's your goals that influence whether you, as a web user, click on a particular link or take the time to look around a web page.

No-one goes on shopping sites for the fun of using the site's interface. We do it to find bargains or to buy specific products. Those finds help us to feel a certain way (smart, fashionable, relaxed, excited). The site is simply a means to an end.

Our process

Before you read any further we would like to point out that we employ a great deal of common sense and flexibility when we approach web development. The scale of your site very much dictates the complexity of the process but it will always be made of a selection of the following:

Questionnaire

We provide you with a questionnaire that is designed to collect important information pertaining to your objectives and target audiences as well as some general information relating to the project. You fill it in, we start the project with a solid foundation

Content Collection

We advise you as to the content we need to obtain from you to assist us concept a solution. You provide this content and the project moves along smoothly.

Proposal

We provide you with a proposal document, explaining the solution we have designed for you, including our assumptions, and costings. We may, depending on the scale of the proposed solution provide options for you to choose from.

Reviews

Regularly throughout the project lifecycle we ask for your feedback. The vehicles we use for this are review meetings.

Staged Payments

Because of the nature of these projects we require staged payments. This is finalized on a project to project basis, but usually consists of a deposit, 2 interim payments and a final payment.

Specification

Depending on the scale of the project we may produce a functional specification. The purpose of this is simply to make sure there is no ambiguity with regard to the solution and that you get exactly the website you thought you were getting.

Basecamp

We currently operate a project management extranet. Once again depending on the scale of the project you will be set up with a login to this. It will help you track the project and view milestones and targets that keep the project ticking along.

Visual Concepts

We provide you with a visual representation of your website. Showing possible colour schemes and styles. We will begin at this stage to design the layout of the pages.

Reviews

There is another meeting scheduled here to look at the visual concepts.

Staged Payments

There is usually another payment due here.

Content Collection

We will have already provided you with a content inventory and will require you to provide us the majority of your content at this stage.

Layout/Content Design

The project is starting to gather pace now and effort is put into the design of the content and the site architecture

Prototype Built

We create a prototype of your website as an actual website that you can see on your computer in your browser. This provides you with a more tangible representation of your website.

Reviews

There is another meeting scheduled here to allow feedback about the prototype.

Staged Payments

We're afraid there is another payment due here!

Build Site

Having listened to your feedback we move on to the main website build. All kind of wonderful design, programming and testing goes on.

Reviews

We provide you with a final opportunity to look at your site before we launch it

Launch

After any final tweaks we flick the switch and as if by magic your site is live on the internet.

Staged Payments

Not unexpectedly your final invoice is now due!

Marketing

We can provide you with consultation on how best to market your new investment. Indeed we may already have discussed this as part of the overall project.

Revisit, measure and review

As with all good solutions we recommend that the performance of the website is measured and reviewed so that any follow up work can be carried out as needed. We provide a statistics package that helps us monitor site traffic and track any patterns.