

<p>1 Research</p> <p>We collaborate with the client to explore project goals, business objectives, target audience, competition, existing corporate guidelines, brand and schedule requirements. After grasping project success criteria, we document a project plan with a task-based timeline and allocate a team with required skills and expertise.</p>	<p>► Initial Discussions Our team works with the client to know client industry, business objectives, project goals and scope.</p>	<p>► Research Identify target audience, competition, and success criteria. Understand brand and current strategies.</p>	<p>► Project Plan Document the project objectives, scope, requirements, functionality, target audience, their needs and business goals.</p>	<p>► Task-Based Timeline Detailed project schedule covering project tasks, milestones, and time for each activity.</p>	<p>► Team Allocation Allocate required skills from different practice areas based on the project plan.</p>
<p>2 Conceptualize</p> <p>We generate concepts for a project which involves competitive analysis, analyzing target audience, building user profiles and understanding content at large. The outcome is information architecture, interaction design and technical blue print for the complete project.</p>	<p>► Competitive Analysis Comprehensive competitive analysis to identify industry best practices, trends, competition brands and messaging strategies.</p>	<p>► User Profiles, Scenarios and Task Flows Focus groups, interviews, contextual enquiry and shadowing to gather detailed user information and requirements to create detailed user profiles, segments and scenarios.</p>	<p>► Information Architecture Visual representation of project structure, content strategy and functionality blueprint in form of a concept map.</p>	<p>► Wire Frames Schematic non-design representation of all unique components and composition of content and functionality, their organization, flow, hierarchy and relations defined to the last level.</p>	
<p>3 Design</p> <p>We explore multiple design directives to convey aesthetics, brand and interface design for a project. Based on iterative usability tests and fine tuning, the final directive's detailed design document is created, covering asset requirements, usage guidelines and behavior definitions for the entire project.</p>	<p>► Design Exploration Design teams explore various creative directives as per project requirements, addressing look and feel, branding and other functional and transactional aspects.</p>	<p>► Directive Application Iterative one-on-one tests; expert reviews and fine tuning are conducted. Final directive is short-listed based on the outcome and applied.</p>	<p>► Design Document Complete reference detailing asset requirements (graphics, text, navigation elements, functional elements, etc.), usage guidelines and behavior descriptions for the entire project.</p>		
<p>4 Build</p> <p>We acquire and develop all assets, functionality and transactional components for a project and integrate them based on project plan, information architecture and design document. Continuous client feedback and approval is sought through the process.</p>	<p>► Acquire and Develop Assets Development and acquisition of all assets; text, graphics, video, audio, documents, forms, etc. Production and population of all the compositions based on design document and wire frames.</p>	<p>► Technical Development Development of technical components for the functional and transactional parts of a project.</p>	<p>► Integration Integrate all project assets - graphics, text, navigation elements, documents, technical and transactional elements, etc, and functionality to work as a unified whole.</p>		
<p>5 Implement</p> <p>We review all assets, behavior and functionality. Based on feedback from the usability and quality assurance team, the project is fine-tuned and migrated to a live environment, checked and launched after final approval.</p>	<p>► Testing Test project assets, content, flow and functionality for accuracy and performance.</p>	<p>► Migrating Shift the project to live environment for proofing or staging.</p>	<p>► Production Guide Comprehensive document covering production standards and usage guidelines for future enhancements and maintenance.</p>	<p>► Launch Project is launched, after receiving necessary approvals and sign-offs from the client.</p>	<p>► Handover Subsequent to launch the final project materials, files and documents are handed over to the client.</p>
<p>6 Manage</p> <p>We enter into a retainer relationship with the client to maintain, measure, promote and continually enhance the project as required, to keep it at its productive best.</p>	<p>► Maintenance We optionally work with the client to update content and functionality on a day-to-day basis to keep a project up-to-date.</p>	<p>► Measuring Analytics services to track project interest, usage, impact and results.</p>	<p>► Audience Development Marketing and promotional activities like direct mailing, e-mail marketing, search engine optimization, banners, and campaigns to acquire, and retain audience.</p>	<p>► Follow-Up Contact client after release of final project to evaluate development process and success. Discuss future enhancements and initiatives.</p>	