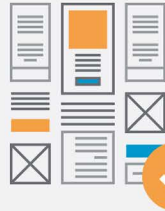


Website design is inherently subjective - and the resulting process can be both a fun and scary adventure. At BlueModus, we work to navigate this journey with you, with a primary focus on providing efficiency alongside memorable experiences.

BEFORE WE CAN BEGIN...

The design process will kick off once the following items are in place:



A completed project discovery, including wireframes



Basic branding, including typography color palette, and logo

THE DESIGN PROCESS

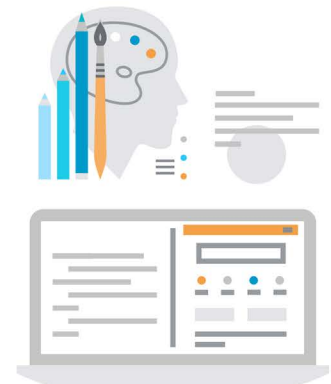
1

VISUAL IDENTITY SESSION

The BlueModus design team meets with the client stakeholders in order to understand the essence of the company's brand and establish the underlying identity for the site. This includes reviewing existing brand elements, evaluating and reacting to competitors, and determining words that describe the brand and its aspirations.

Fully acknowledging that design is subjective, our goal here is to define the unique desires of each customer. The phrase "I want my website to be clean and simple," may mean entirely different things to different customers, so we will dive in to clarify what you are really looking for.

The end goal of the meeting is to establish the overall visual approach of the project, so that design can begin.



2

INITIAL MOCK-UP



Our team then creates initial designs of global elements of the site, such as the navigation, header, and major elements of the homepage. The idea here is to provide a high-level design quickly, then solicit feedback from the client stakeholders, making edits as needed based on this feedback.

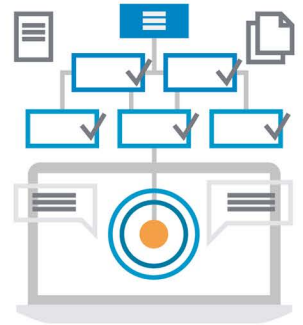
We continue this back-and forth iterative approach, being respectful of timeline and budget constraints, until the stakeholders are satisfied to proceed with the expansion of this design throughout the rest of the project elements.

3

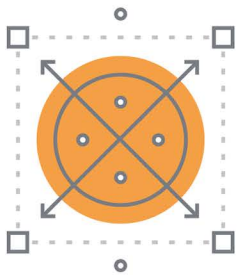
BUILDING A COMPONENT LIBRARY

At this point, all unique components of the website are identified, such as major pages, as well as any major repeatable elements used throughout the site. Our team provides a design of these unique elements in order to create a complete “Component Library.”

As in the previous step, this is an iterative process, in which our team will collaborate with client stakeholders, in a continuous, rapid back-and-forth process. This agile approach has proven effective in keeping design projects on time and within budget.



Note that this is *not* a library of every site page. It is instead a toolkit that includes all the elements of the site to be built by a developer. The component library is an efficient way to allow for all pages to be accounted for, without having to create additional site pages that all show many of the same repeated elements.



4

UX/UI PROTOTYPING

In the final step in the process, our design team and UI developers work together to translate the mockups into a working prototype. This helps demonstrate responsive behavior, interaction design elements, and pattern approaches. It also serves as the required building blocks for the full development phase.

DESIGN PROCESS: OUR DIFFERENTIATORS

Design process can get bogged down in a number of ways. We’ve uniquely developed an approach to avoid these types of problems:

✓ STAYING ITERATIVE AND AGILE

Efficiency comes from not spending countless hours going in the wrong direction, so our approach is to provide quick iterative deliverables to our customers. We simply provide you our very best design work, and then seek customer feedback early and often.



AVOIDING THE FRANKENSTEIN EFFECT

We don’t waste time creating a multitude of choices for you to pick from. By keeping your project design on a single track, it not only keeps our team focused, it also avoids the “Frankenstein effect”, in which a customer begins selecting bits and pieces of designs from several different mock-ups like a buffet menu, which ultimately leads to a disjointed final product.



STICKING WITH THE STAKEHOLDERS

While buy-in on a new website from executive and other teams is important, involving a larger group at every step inevitably slows down a project. By working through much of the day-to-day iterative process with one or two customer stakeholders, and only bringing in the larger group for presenting major design milestones, your projects stay on time and on budget.

Ready to get started with your own website design? [Contact our BlueModus Strategists today.](#)