



# Web Site Design

by Swerve Design Group

## *The Swerve Formula for Web Design Success*

### **Phase I – Discovery, Requirements Planning & Site Definition *Exploratory Meeting***

A collaborative working session before the development or provision of any content. Swerve and the client will discuss the project in an abstract basis; audience is confirmed, design and functionality objectives are discussed, navigation, marketing, technology and budgets are reviewed.

### ***Thematic Development and Site Design***

Swerve will develop and present two to three options for the theme and creative direction of the site, alongside possible design executions for each (sketches of sample home-pages and representative interior pages). Your firm will have an opportunity to review these concepts, and provide feedback. Refinement and selection of one theme to be expressed throughout the site.

### ***Project Management***

Critical throughout this process is the use of our Client Extranet, which acts as a central information source. Your firm will be provided with multiple user-names and passwords with which to access the developing site on our extranet, on which all concepts, revisions, timeline, and project details are published. Swerve extranet pages are updated daily, and are accessible to our clients 24/7, enabling multiple stakeholders to remain apprised of project status at all times.

### **Phase II – Site Development, Testing & Deployment *Content Development and Coordination:***

Swerve will receive and organize content, troubleshoot any difficulties, and provide to-the-minute reporting as to materials status.

### ***Production***

Swerve will return to the approved sketches prepared as part of the Thematic Development, build the site templates, graphics and any multimedia and test extensively. We will build the custom content management system and e-commerce solution and set any required levels and passwords for access levels. We will walk through the process to modify and format site content and ensure the individual(s) updating the site are comfortable with the process to make any changes necessary. Once completed we will incorporate the remaining text and images resulting in a completed site posted on our development servers for your approval.

### ***Completion***

When the site had been approved by all stakeholders, the site and database will be uploaded to the live server.

**Following are just a few samples of Web Sites that Swerve has done over the years.**



1



2



3



4



5



6

1. Green Gallery, Ministry of the Environment: [www.additupontario.ca/gallery/index.php?gallery=](http://www.additupontario.ca/gallery/index.php?gallery=)
2. Martyn Bassett Associates: <http://www.mbassett.com/>
3. The 3Rs, Ministry of the Environment: [www.ene.gov.on.ca/3Rs/en/index.html](http://www.ene.gov.on.ca/3Rs/en/index.html)
4. BlackBerry Universe for Partners
5. Constructive Media
6. CATIE

## Web Site Design

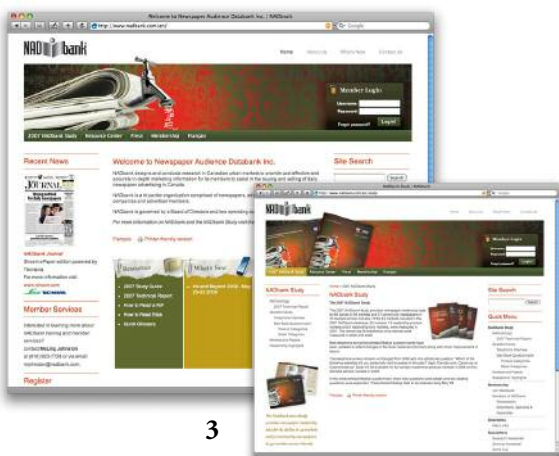




1



2



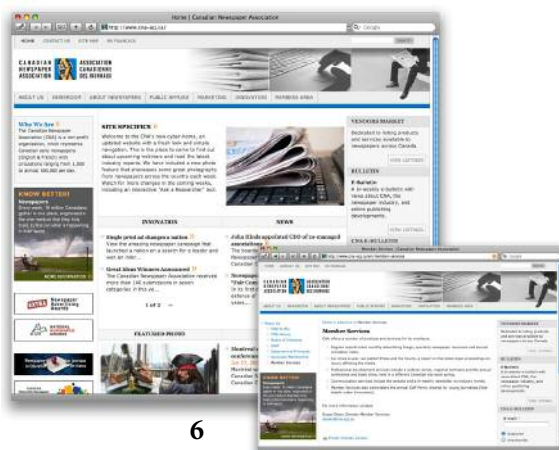
3



4



5



6

1. Home Loans Canada [www.hlcmortgages.com](http://www.hlcmortgages.com)
2. Tim Hortons contest mini-site
3. NADbank [www.nadbank.com](http://www.nadbank.com)
4. Expedia.ca contest mini-site
5. Garfinkle Biderman [www.garfinkle.com](http://www.garfinkle.com)
6. CNA [www.cna-acj.ca](http://www.cna-acj.ca)

## Web Site Design

