PANORAMIC

Web Studio, LLC

PANORAMIC WEB STUDIO WEBSITE PROCESS

01 CREATE → *Discovery Session* →

02 DESIGN → *Prototyping* →

CONCEPT PRESENTATION →

CLIENT FEEDBACK

APPROVAL BY CLIENT

MAKE CHANGES

→ *Development*

03 INSPIRE → *Ongoing Support* →

"A goal without a plan is just a wish."
- Antoine de Saint-Exupéry

STEP 1 : DISCOVERY

INTRODUCTION:
Before starting on any journey, it's wise to plan ahead.
We offer 2- hour Discovery Sessions as a way to help you understand where you're going, how long it will take, how much fuel (budget) you should expect to use, and what risks face us along the way. The agenda will include discussions on:

STRATEGY
We'll go into more detail about you, your company, your supporters/customers, and your business model. Our team will learn more about your project. What, for you, defines success? Failure?

USER EXPERIENCE
After we've learned as much as we can about your business and what you want tomorrow to look like, we'll learn about your ideal customers and users and, thus, attempt to gain a better understanding of who this website is intended for.

CREATIVE
We'll explore your organization's brand with an in depth brand audit to guide you in deciding if your brand assets are working for you. The brand audit will highlight what improvements can be made in the future to help you strengthen your message visuallly.

CONTENT
We'll look into and define your website content types, content creation strategy, and content management workflow.

TECHNICAL
We'll help you determine how this project should be hosted and what costs might be incurred in setup and long-term maintenance. We'll also help you identify and understand the technologies that will be used to accomplish this project.

CLOSING
At the conclusion of our meeting, we'll get to work producing an exhaustive summary of the session, along with projected budgets and timelines that you should expect moving forward. This roadmap document will act as a checklist of strategic information needed to begin the project and will allow us to design a website tailored to your exact needs.

READY TO BEGIN? Sign up at **panoramicwebstudio.com/step-1** to begin your journey!