# PERIODIC TABLE OF WEB DESIGN PROCESS

Great websites make a strong visual impact and offer a fantastic experience with creative flair. But far more is happening behind the scenes. Follow our Periodic Table of Web Design to understand the process from start to launch and beyond.

BRIEF	PLANNING	DESIGN	DEVELOPMENT	LAUNCH	MAINTENANCE

PrD	RC	CS	AWS	Te	STr
TA	Br	Lo	Fr	PrL	AB
Go	IA	Ar	Db	WA	DUp
TS	PL	VE	Fu	QA	FUp
CI	Us	Ty	Co	DI	CUp
Re	WM	RM	SP	TD	
PrT		UX	Se		
PrB		CdC	Mk		
		PT			

BRIEF

Don't underestimate the power of a good brief that covers the client's expectations. Make sure you have a transparent meeting to ensure the project begins on the right foot.

PrD	PROJECT DEFINITION	Understanding what the project is about
TA	TARGET AUDIENCE	Defining and understanding website users and personas
Go	GOALS	Setting up clear target goals
TS	TECHNICAL SPECS	Defining specifications such as browser resolutions
CI	CONTENT INVENTORY	Establishing the required content to be featured on the website
Re	RESOURCES	Evaluating available client assets, such as fonts or images
PrT	PROJECT TIMELINE	Defining project milestones and required time allotment
PrB	PROJECT BUDGET	Establishing necessary costs and defining overall budget

PLANNING

The research and preparation done in this step sets the stage for the entire project and will be the foundation on which the design and development work is based on.

RC	RESEARCH & CONCEPTS	Carrying out preliminary research and creating initial concepts
Br	BRAINSTORMING	Performing team brainstorming sessions
IA	INFORMATION ARCHITECTURE	Defining website structure and content navigation
PL	PAGE LAYOUT	Establishing the layouts for the different types of pages required
Us	USABILITY	Ensuring ease of use through proper presentation of content
WM	WIREFRAME & MOCKUPS	Creating initial wireframes and mockups

DESIGN

This is where the visual look of website starts to take shape. The designer will envision a variety of creative artwork prototypes to allow the client to choose the look they want.

CS	COLOR SCHEME	Choosing a relevant color scheme based on client brief and research
Lo	LOGO	Creating the logo and other branding elements
Ar	ARTWORK	Desiging artwork such as sliders and header images
VE	VISUAL ELEMENTS	Designing the website's visual elements such as buttons
Ty	TYPOGRAPHY	Choosing appropriate font families, sizes and other properties
RM	RICH MEDIA	Creating required rich media such as animations
UX	USER EXPERIENCE	Testing design's user experience
CdC	CROSS-DEVICE COMPATIBILITY	Testing design's compatibility between different devices
PT	PROTOTYPE TEMPLATES	Creating prototype templates for client presentation
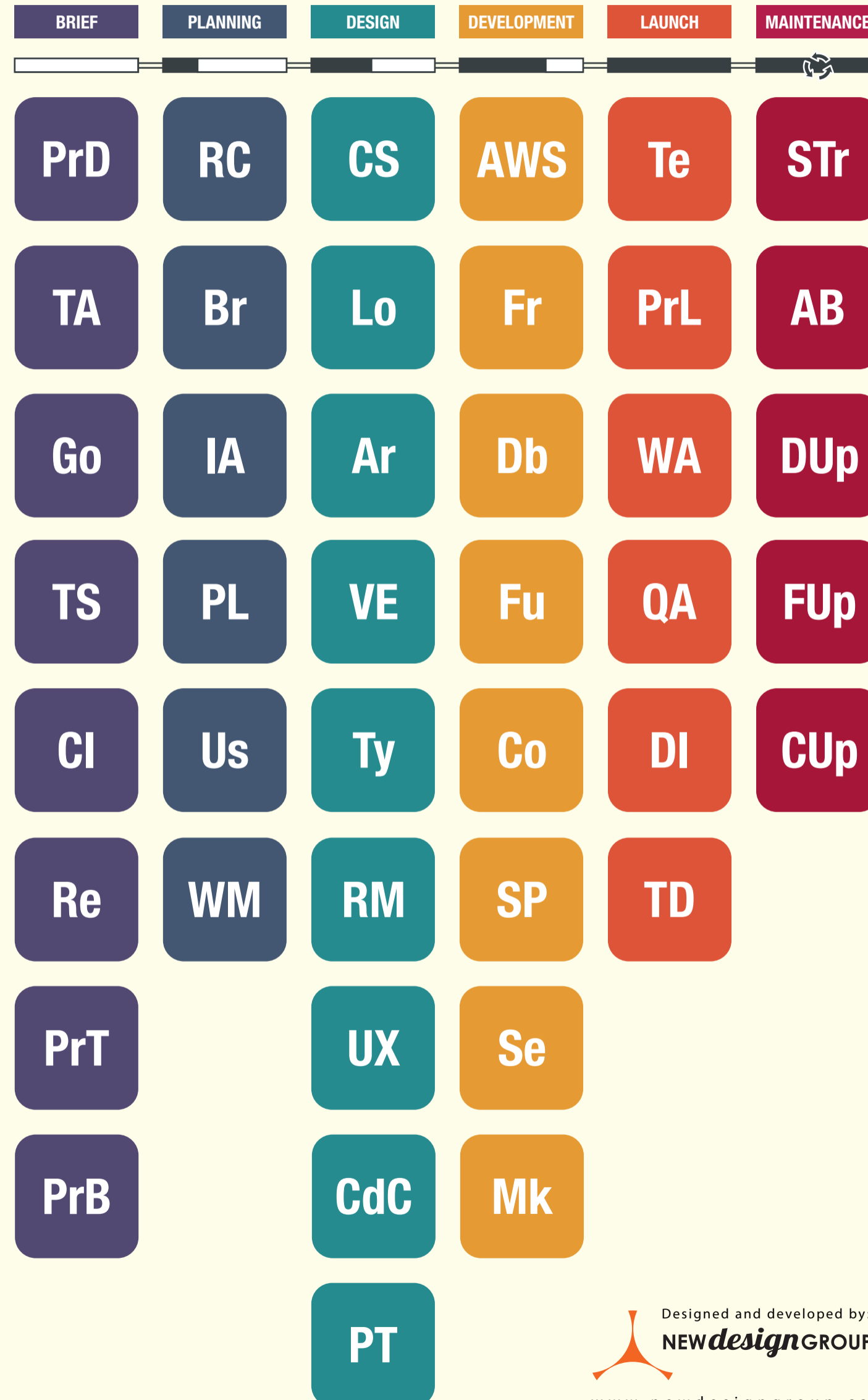
DEVELOPMENT

The web development phase converts the creative vision into reality. This is where the developer builds the website's functionality based on feature requirements and goals.

AWS	ACCESSIBILITY & WEB STANDARDS	Establishing full accessibility and web standards such as AODA
Fr	FRAMEWORK	Choosing a development framework and/or CMS
Db	DATABASE	Designing the database structure needed for website content
Fu	FUNCTIONALITY	Implementing functionality for required features
Co	CONTENT	Integrating the client content within the website
SP	SITE PERFORMANCE	Ensuring proper website access speed and performance
Se	SECURITY	Implementing security features
Mk	MARKUP	Implementing required markup for SEO, Social Media and others

LAUNCH

The launch phase covers making final touches and moving the project to the client's live server. The design company will also hand off any available deliverables and documentation.

Te	TESTING	Final testing of website features
LS	LIVE SERVER	Transferring website to the live server
QA	QUALITY ASSURANCE	Performing quality assurance tasks such as proofreading
WA	WEB ANALYTICS	Integrating web analytics software into the website
DI	DELIVERABLES	Handing off client deliverables such as source files
TD	TRAINING & DOCUMENTATION	Providing website documentation and client training

MAINTENANCE

Ongoing manteinance is a must, both for ensuring technical support but also to allow for optimization existing and new design elements, features and content.

ST	SUPPORT & TROUBLESHOOTING	Ensuring technical support and troubleshooting issues
AB	A/B TESTING	Performing website optimization through A/B testing
DUp	DESIGN UPDATES	Providing and implementing design updates
FUp	FUNCTIONALITY UPDATES	Providing and implementing functionality updates
CUp	CONTENT UPDATES	Providing and implementing content updates

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SOURCES:
http://www.smashingmagazine.com/2011/06/22/following-a-web-design-process/
http://www.utexas.edu/learn/designprocess/
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