Our Process

Phase 1 - Discovery
What is encompassed in the Discovery phase? We start by gathering information about your parish: this includes evaluating the current state of your website, learning what goals you wish to accomplish with your new website, and what your strengths/areas of need are in evangelization through use of your current site. We will have a 20-25 minute consultation with you to talk about these key points so that we can truly get to know you better. We'll then review the information gathered during our meeting to begin outlining the pages of your current website, menus, and potential content problems that may need to be addressed. All of this information will then help us to move into the next phase in our process, the Deep Dive.

What to Expect in the Discovery phase:
- Consultation meeting (20-25 minutes) to address 3 key areas
    - The current state of your website
    - Your goals as a parish and how you would like to accomplish these through your website
    - Your strengths and areas of need when it comes to evangelizing through your current site
- Diocesan web staff will develop documentation based upon the initial consultation meeting
- A Diocesan staff member will reach out to schedule a full consultation (Deep Dive phase) using Zoom for a video conference. Other team members in the web department may be present to share input and answer questions.

Phase 2 - Deep Dive
In Phase 2 we take the knowledge acquired during the Discovery phase and investigate each piece of information further. Examples of items discussed at the second consultation meeting, which is typically 60-90 minutes long, includes key items you wish to accomplish with your new website, key features you feel you would like your website to have, and the possibilities for overall aesthetics and feel of your new site. Time spent during the Deep Dive phase is crucial to ensuring that the final product meets your intended needs. Diocesan will develop a quote and you may choose to sign the proposal if you would like to continue to the Design phase with Diocesan.

What to Expect in the Deep Dive phase:
- A 60-90 minute meeting using Zoom video conference technology (instructions to follow before the meeting).
- Conversation with the Diocesan web department team (potentially including designer and content specialist) to further discuss the following key areas:
    - Key items you wish to accomplish with your new website.
    - Key features that visitors need and utilize when visiting your new site.
    - Aesthetics and feel of your new site.
- After the meeting, Diocesan will work on developing a quote based upon the discussions of the Discovery and Deep Dive phases.
- Once the quote is sent from Diocesan you and your parish/school team will decide if you would like to continue in the process of site development with Diocesan.
    - If you agree to continue in the process please sign and return the final page of the quote indicating that you consent to the dollar amount proposed for site development, and the possible fluctuation in price if additions are requested after the contract is signed.
    - The contract must be signed and returned before the site project gets added to our design queue.

Phase 3 - Architecture & Design

Having completed phases 1 & 2 we're now ready to begin designing your new website. The first stage of the Design process is creating a wireframe of your site. A wireframe allows us to quickly layout the functional elements of your site. If changes are needed we can quickly and easily move items around on the wireframe. Once we have your approval of the wireframe we'll then begin creating proofs of the primary pages of your website. The Design process will involve frequent communication between you and our designer. At times we may go through several revisions until we reach a final design approval. These revision rounds require timely approval by you to keep the project on track.

Phase 4 - Content

During the Content stage, our content specialists assist you in migrating the content from your existing website into your new one. Remember, this is the most important part of your website. Is your information formatted so that it's easy to find and understand? Is the information current? This is the time that we will assist you in revising your content (if needed/required).

Phase 5 - Development

The Development stage is the point at which we turn your approved designs into a fully functional website with the functionality found during the Deep Dive process. There is little client involvement at this stage however much of the timeline will be spent in this stage.

Phase 6 - Train/Launch

Every project of ours includes personalized training so that you have the knowledge and ability to maintain your new website. No matter how well we've documented each aspect of your new website there most assuredly will be changes to the scope of the project. New sections or pages that you wish to add that weren't thought of or needed during the Deep Dive phase; functional changes to a component that sounded good in theory but in practice don't meet your needs or the visitors needs. These changes often pop up after the Training stage and need to be addressed prior to launch.

How Long Does a New Website Take to Build?

The short answer is: longer than most think. Most well-developed web projects will take from 12-16 weeks to complete from the time that we start designing your new website to the time you are trained on it. Many factors will affect a project timeline:

- Our current workload. Our backlog fluctuates throughout the year with certain times being busier than others.
- Delays in the discussion. The Design stage of your site build involves much interaction between you and our designer. With some clients needing to receive approval from several members or a committee before approving a design.
- A well-developed website takes time to build. Each of our websites is a custom build tailored to your needs. Often requiring one-off components that our developers need to create or modify to meet your requirements.
- The complexity and size of the old and new website. Often we are helping clients pare down their overgrown website into manageable sections for their visitors. This involves creating a sitemap that allows

Prior to our Deep Dive meeting