

Night Owl Designs

Methodology Framework

Overview

A truly successful web site, logo or print media relies on so much more than just aesthetics. A clear and careful analysis of consumer wants and needs combined with a carefully planned and strategic execution is critical to the delivery of a successful end result. Here at Night Owl Designs, our Methodology, as we like to call it, brings together specific marketing goals with the best that design and business experience has to offer.

In our Methodology, we have four very distinct and critical phases within each project:

- Project Discovery
- Project Conceptualization
- Project Implementation
- Project Deployment

All four of the above high-level phases depend on various project deliverables and milestones to move the project forward and to completion. Our seasoned team of developers and management team are here to help guide you through the process with ease and understanding.

Please read the following section to get a better understanding of our Methodology Framework and what you can expect with each deliverable.

Project Design

In today's competitive business world, there is no such thing as too much information and this holds true when designing your web site, company logo or print media. Here at Night Owl Designs, during the Project Discovery phase, we make it our goal to attack you from all sides and angles with questions:

- What are your objectives for this project?
- Who are you targeting your product, service or solution to and what do they expect?
- What message if any are you trying to convey to your target audience?
- What is your competition and what are the best-practices in your industry?

Our goal in this phase is to get to the heart of what makes your product, service or solution unique and a must have, what you hope to gain from the project and most important, why your customers should care. It is our job to ask all of the tough questions and then we listen and put them to work.

Project Conceptualization

All of our inspiration that goes into each project comes from many different places, but the core of our designs is always driven by your goals for the project. Armed with the information from the Project Discovery phase, we put on our work clothes, roll up our sleeves and we do our research and then try to think of creative and unique solutions to common business problems.

Along with that, we take on the following:

- Is there a clear and concise call to action for the project?
- Is the design usable and user friendly?
- Is the design accessible to all users?
- Have we successfully set you apart from your competition?

Once the above has been decided and implemented, we execute the design into a working and living entity on the World Wide Web. It may not be the prettiest process, but it is efficient and smart. That is how we believe in working; measure twice, cut once.

Project Implementation

Ideas and design are only half the battle. During the Project Implementation phase, we make sure that your vision comes to life and that every step of the production meets the Night Owl Design Standard of Quality (NODSQ). During the Project Implementation phase, we will do the following:

- Construct the navigational architecture with usability best practices
- Fill all pages with graphics and content
- Code any technical requirements into the site - including eCommerce functionality and any interactivity
- Create all the special functions like Flash animations, dynamic menus, and multimedia components

Also, during this phase, our Usability Technician will go through the site to ensure that we have met our internal standards of making the site "user simple" to use. Once all of this is completed, we will assign a Quality Assurance resource to look through the site making sure that everything works correctly.

Project Deployment

The fourth and final phase of the Night Owl Designs Methodology is the Project Deployment phase. Whether you have a web site, logo or print media project, the process is similar. We double-check our work, get final approvals and make sure that the mechanics of what we have produced are ready for production. For websites, we thoroughly test, test and test again to assure a flawless and efficient user experience. We also have our Quality Assurance department give the final stamp of approval for meeting project requirements, usability and technical standards, and design excellence. Before we send the final product out into the real world, we will suggest ways to get the most out of your launch, including ideas around search engine optimization or future items to consider.

Learn today how Night Owl Designs can make your web presence, logo or print media a reality!