

FULLHOUSE WEB DEVELOPMENT PROTOCOL

TCA will take the client through the entire web development process. From identification of competitors for the SWOT analysis to the web copy and color palette.

STAGE 1 - Data Collection

TCA will set up a meeting with the client in order to fully understand their business. In this meeting, tasks will be allocated between the business manager and TCA including Business Plan Development, Corporate Identification Development, Commitment to Success conceptualization, SWOT Analysis, Product Description Refinement and Target Market Identification.

Follow up meeting will be held until both TCA and the business manager are confident with the Data collected.



STAGE 2 - Business File

Once stage 1 has been completed and signed off by all parties involved, TCA and the business manager will process the data and compile it into a "presentation friendly" order by identifying and structuring data under clear and appropriate headings.



STAGE 3 - Presentation

Once the presentation is ready and complete, TCA and the business manager will present it to the relevant stakeholders.



STAGE 4 - Web Development File

After the presentation, relevant changes will be made based on input and feedback received. The structure and content of the file will be reviewed and improved and put into an official website development file and submitted to the copy writing and development team.



STAGE 5 - Design and Development

TCA design, copywriting and web teams will work together to produce a website within a set deadline for the client.

The client will receive a link to the site and will meet with their TCA contact to peruse each page. Based on this meeting, changes will be made and the website will be submitted for final sign off. Once final sign off has occurred, the website will be made live.

WEB DEVELOPMENT PROTOCOL

The business manager has completed a presentation and only needs help with website, copy writing and design elements.

STAGE 1 - Data Collection

COMPLETED



STAGE 2 - Business File

COMPLETED



STAGE 3- Business File

COMPLETED



STAGE 4 - Web Development File

Once the business manager has the go ahead to rework the presentation into a website, they meet with TCA and brief them on the purpose of the website. TCA will take the presentation and rework it into a website friendly format. Once the business manager is satisfied with the proposed structure, TCA will start to build the website.

Alternative services offered here include Corporate Identity Development.



STAGE 4 - Design and Development

TCA design, copywriting and web teams will work together to produce a website within a set deadline for the client.

The client will receive a link to the site and will meet with their TCA contact to peruse each page. Based on this meeting, changes will be made and the website will be submitted for final sign off. Once final sign off has occurred, the website will be made live.