

## dezine process

Dezine Fusion has maintained business through its personal client relationships, as the company believes in going above and beyond the client's needs. The better we know and understand your business and its objectives, the better we can transpose that understanding into your project. To better understand our Dezine Process, see the detailed explanation below of each of the phases involved.

### phase I - gathering requirements

After we receive and read over your Dezine Form, we will contact you to get a better feel for your needs and how we plan to exceed them. Dezine Fusion may visit your business to ensure that we gather all of the necessary details for the project. In addition, we encourage the client to provide any images, graphics, and even sketches of existing ideas for the project. Based on this detailed discussion, we will have you sign on for a proposal presentation, in which we will present a demo layout of the look, feel, and functionality.

Our proposal will be comprehensive, including one or more mock-ups for your project. We will show you exactly how your project will unfold within a mutually reasonable timeframe and give you the opportunity to make any remaining alterations. There are other considerations to these projects as offered in our marketing services. We will discuss these options in order to finalize in detail the project requirements. After this meeting we will offer our full contract that once signed, will allow us the ability to get started!

### phase II - dezine & development

From here on the key to efficient progress is collaboration. We use your inputs as we design and develop your project; the better our communication is, the better your project will unfold. Since we are such a small business, we believe our strength lies in the fact that you will be dealing with one person who is working on your project. We also pride ourselves in our ability to communicate any technical restraints or suggestions that may arise in non-technical terms. We encourage the client to continually provide any and all materials they would like us to use. Additionally we encourage that all clients never hesitate to ask for clarification at any time.

### phase III - testing & approval

As a project nears completion, Dezine Fusion will test the website on all browser platforms and at different screen resolutions. If the client had opted in the contract for mobile optimization, the site will be tested on mobile devices as well. In addition, we will review the search engine optimization with the client. Finally, the site will be published and will "go live" for the global audience.