



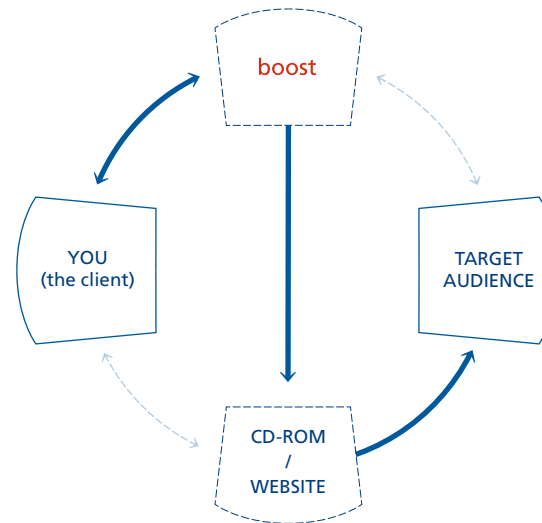
step 1 discover

The initial phase of any new project is one of discovery. We find out who you are and what you want, and you find out who we are, and what we can do for you. This process of discovery normally takes the form of an informal discussion over a cup of coffee.

During discussion, we'll ask you a number of questions about what you hope to achieve with your project, about your target audience, how you envisage somebody finding and using your website / CD-ROM, what you hope that your audience will get out of using it, and how you plan to keep it up-to-date.

It's not always about you: We deliberately ask a lot of questions about your audience, because the success of the project is not just about our relationship with you, it's also dependant on our relationship, and understanding of your target audience. What appeals to you, may not necessarily appeal to your audience.

'it's not always about you'



The diagram on the left demonstrates the relationship between Boost, you (the client), and the target audience. Our job is to create a product (website or CD-ROM) that enables you to communicate with your audience. To do our job, we have a direct relationship with you, and with the product. We also have an indirect relationship with your audience. It is our understanding of your audience that enables us to create a product that appeals, engages and facilitates communication between you and your audience.

During our initial meeting, we also like to discuss the budget for the project. You get the best result, and best value for money, when you indicate what your budget is. This enables us to develop a proposal that outlines an approach, recommendations and project scope that fits your budget. Once you are happy with our proposed approach the project begins.



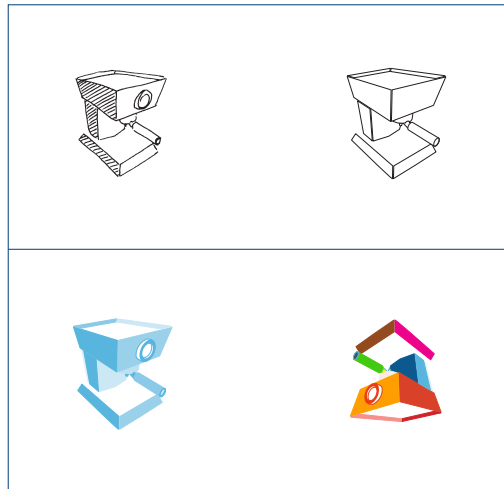
step 2 plan

We think about everything we learned during the discovery phase, and then we prepare a project plan that we discuss in detail with you. The plan involves identifying and detailing all of the questions and tasks that we anticipate your audience will ask and perform. These questions help to shape the necessary content and suitable architecture for the website or CD-ROM.

Often it is necessary to develop new content for your project. We prefer not to move to the next stage until we have all the content. We have found that this task can be very time-consuming, and often takes longer than expected. However, we can assist as we offer copywriting and editing services.

During the planning stage we also outline our technical approach, and in some cases, develop a very detailed functional specification that demonstrates exactly how the product will work, including how it will be kept up-to-date. We also produce a detailed process and timeline for the project.

'creating the right look and feel'



step 3 create

Creating the visual design, or 'look and feel', for your project begins with surfing the web! We spend time looking at your competitor's websites (and/or CD-ROMs) and at other websites that are popular with your audience. We also encourage you to get surfing, to share links with us, and to have a look at what else is out there. During this process we start to get a feel for the most appropriate style for your audience.

After our 'research' has been completed, we share our findings with you, look at a number of websites, discuss your brand and the 'tone' that you are trying to achieve, and then we put all this together into a creative brief. The brief outlines, in words, what we are trying to achieve with the look and feel. We begin creating the visuals once you have approved the creative brief.

The visual design is developed and presented on-screen. After revisions, the design is refined and presented again. Once the design is 'signed off' the construction stage begins.



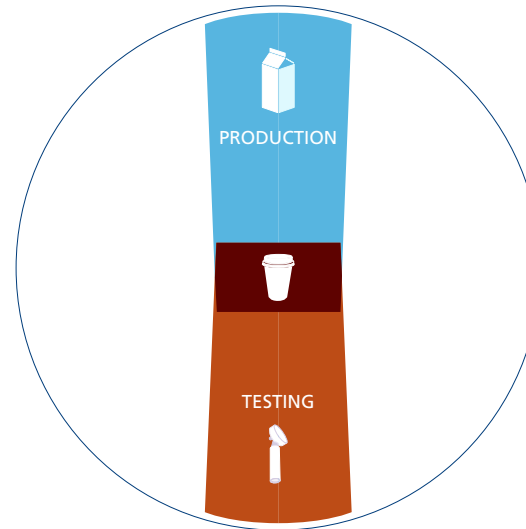
step 4 construct

Preliminary construction often takes place while the visual design is being developed. However, before we launch into full-scale construction and production, we recommend completing paper-based user-testing. Paper testing ensures that we can capture (and fix) any usability issues early to avoid expensive changes later. We test the visual design with members of your audience to make sure that the design is 'working' (users are able to navigate the page, and find the information that they are looking for). We use paper printouts because it is easier to change design at the paper stage, than change design that has already been 'constructed'.

Construction takes the form of graphic production, HTML/template development, software integration and programming. The duration of the construction phase is dependant on the level of complexity and the different technologies used. We keep you informed of our progress throughout construction, and you are normally able to monitor progress remotely via the web.

After construction, the project is presented for iterative rounds of testing and revisions. The duration of the testing and revisions phase is dependant on the size of the project. After final testing and QA, the project is again presented for approval by the client. The project is then ready to be launched.

'construction'



step 5 launch

The website is launched online, or the CD-ROM is sent to be replicated. After the party, we provide you with any required training for how to keep your website up-to-date. We also provide you with an archive of the project on CD-R. Often we'll also sit down over another cup of coffee and discuss how the project went, and talk about what we can do in the future.

Although we try to enable all of our clients to be self-sufficient in the maintenance of their websites (or CD-ROM), we do expect to hear from you. You will find that our support and interest in your project is ongoing, and we are always pleased to hear from you.

No two projects are the same, and although we have a step-by-step development process, we maintain a flexibility that ensures that we can accommodate any number of different working arrangements. Talk to us today to find out more about how easy it is to get the best out of Boost.