

Digital Process

Our digital process

Strategy (UX)

User journey, data flow & structure of the site

Design (UI)

Mobile-first digital interface design, tailored for your audience

Develop

Custom build responsively on our secure development platform

Maintain

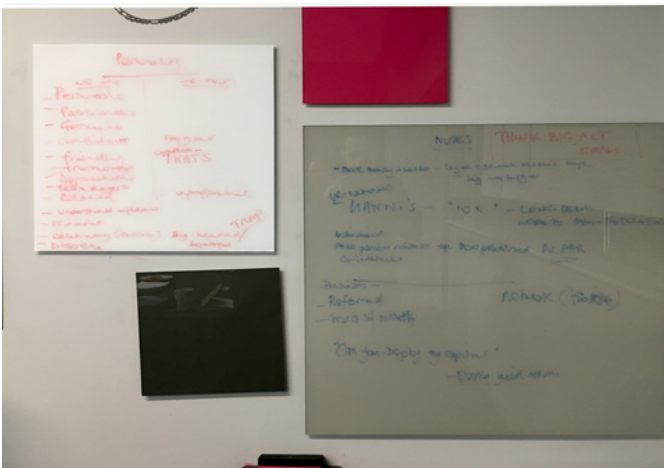
Taking care of your new site to ensure it runs smoothly

Digital process

Planning

Understanding you

- Discussions with your project team to further understand the requirements for the system.
- Wider business discussions around the data requirements.
- Internal understanding and agreement to see how you will manage the system.
- Understanding of SEO work required.
- Content: what exists, what is being prepared and what needs to be created.

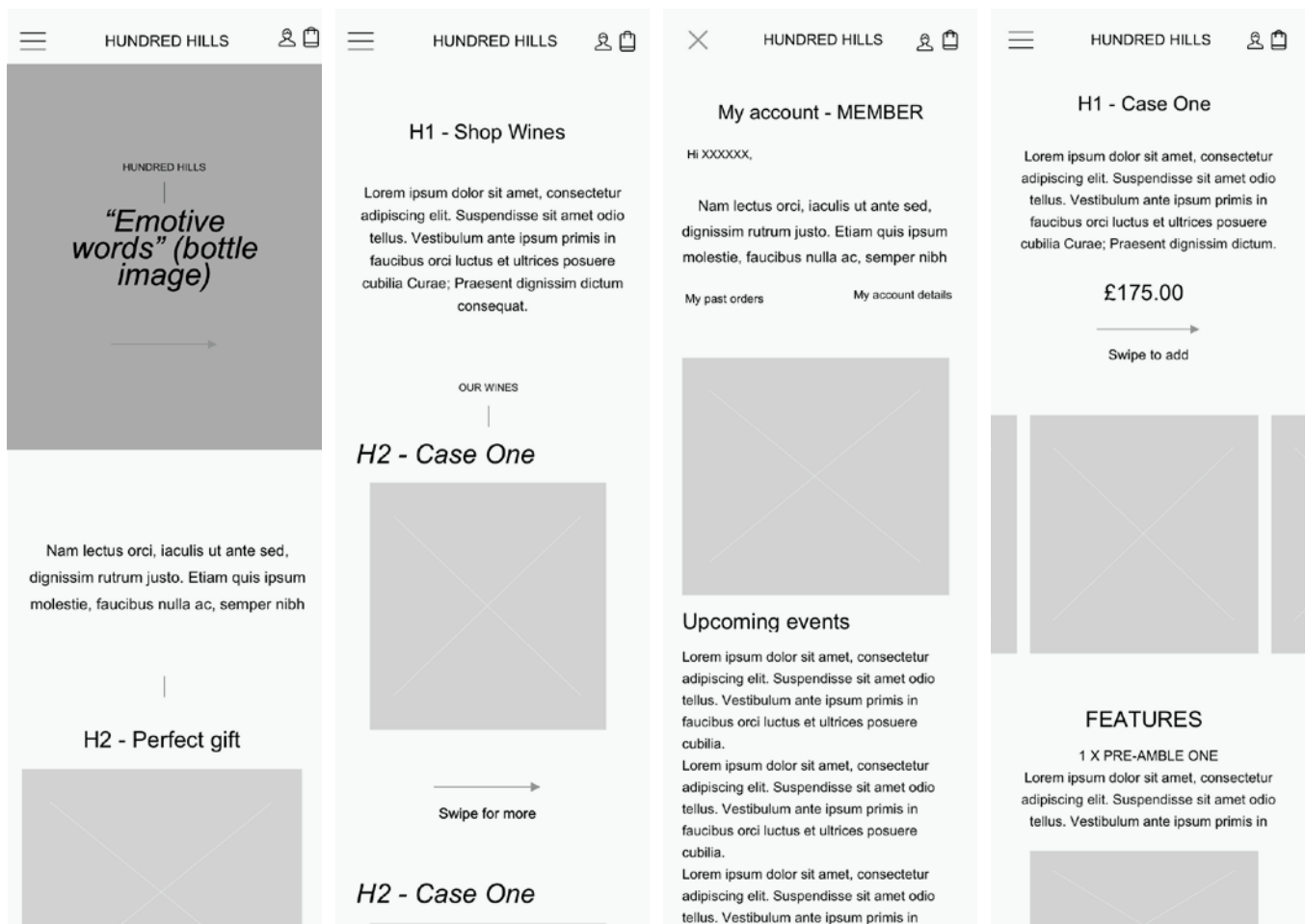


Digital process

Strategy (UX)

Understanding why

- Create a full agreement of functional requirements, responsibilities and actions for all parties.
- Discuss with your project team to further understand the requirements for the system.
- Create the full architecture and detailed schema for the project.
- Pull together user personas to understand each of our audience types against the objectives.
- Create user journeys for each persona to determine the user experience and content flow.
- Create mobile-first wireframes for the entire website.



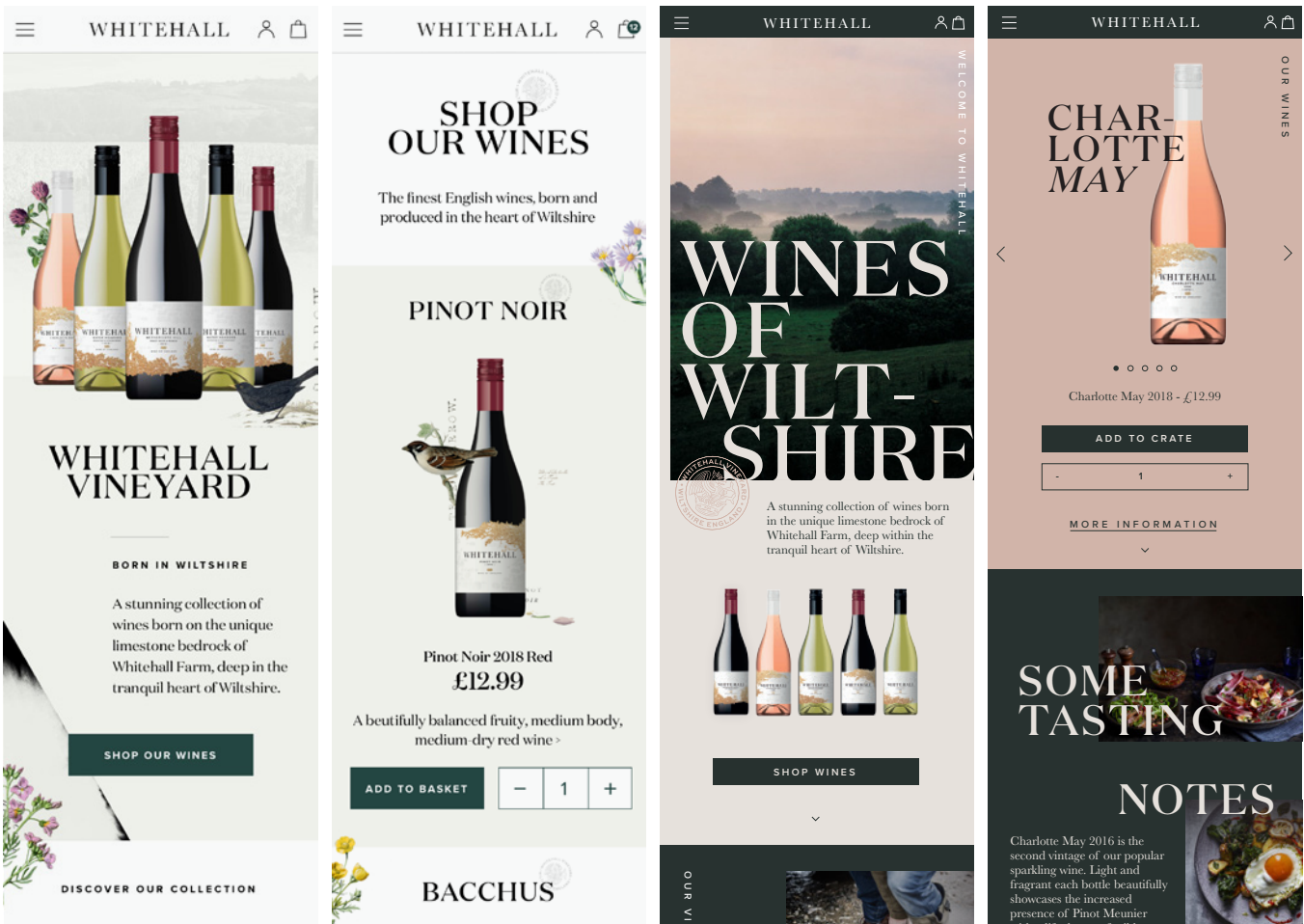
Hundred Hills Wireframes & User Journey

Digital process

Design (UI)

What it looks and feels like

- Against the wireframes, design the concepts for the new site with our personas in mind and communicate reference movement and animations. Design mobile-first in all instances and present for discussion.
- Develop the design collaboratively with the client until a final design is approved to build.
- Set up a working prototype of the homepage (front-end only)



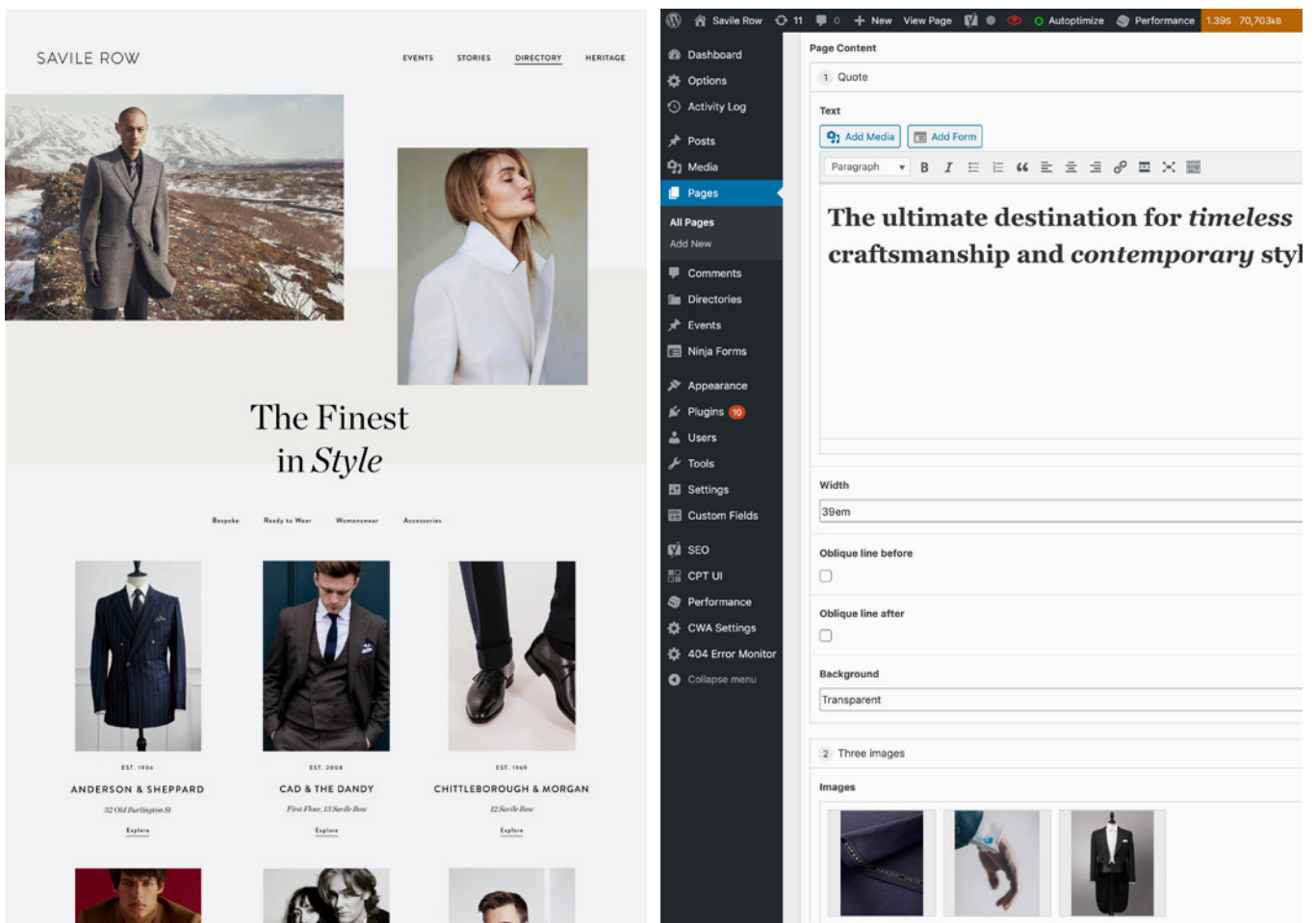
Whitehall Vineyard Design Concepts

Digital process

Develop

How it interacts

- Build the front-end of the site including key transitions and animations.
- Build the back-end of the site along with all suggested plugins and integrations with SEO, best speed, security, and ease of use in mind.
- Set up any integrations with 3rd party systems.
- Refine the website to work across Google Chrome and mobile initially.
- Check against all browsers and devices required and bug fix.
- Include Google Analytics.
- Transfer all files to the host server and make live.



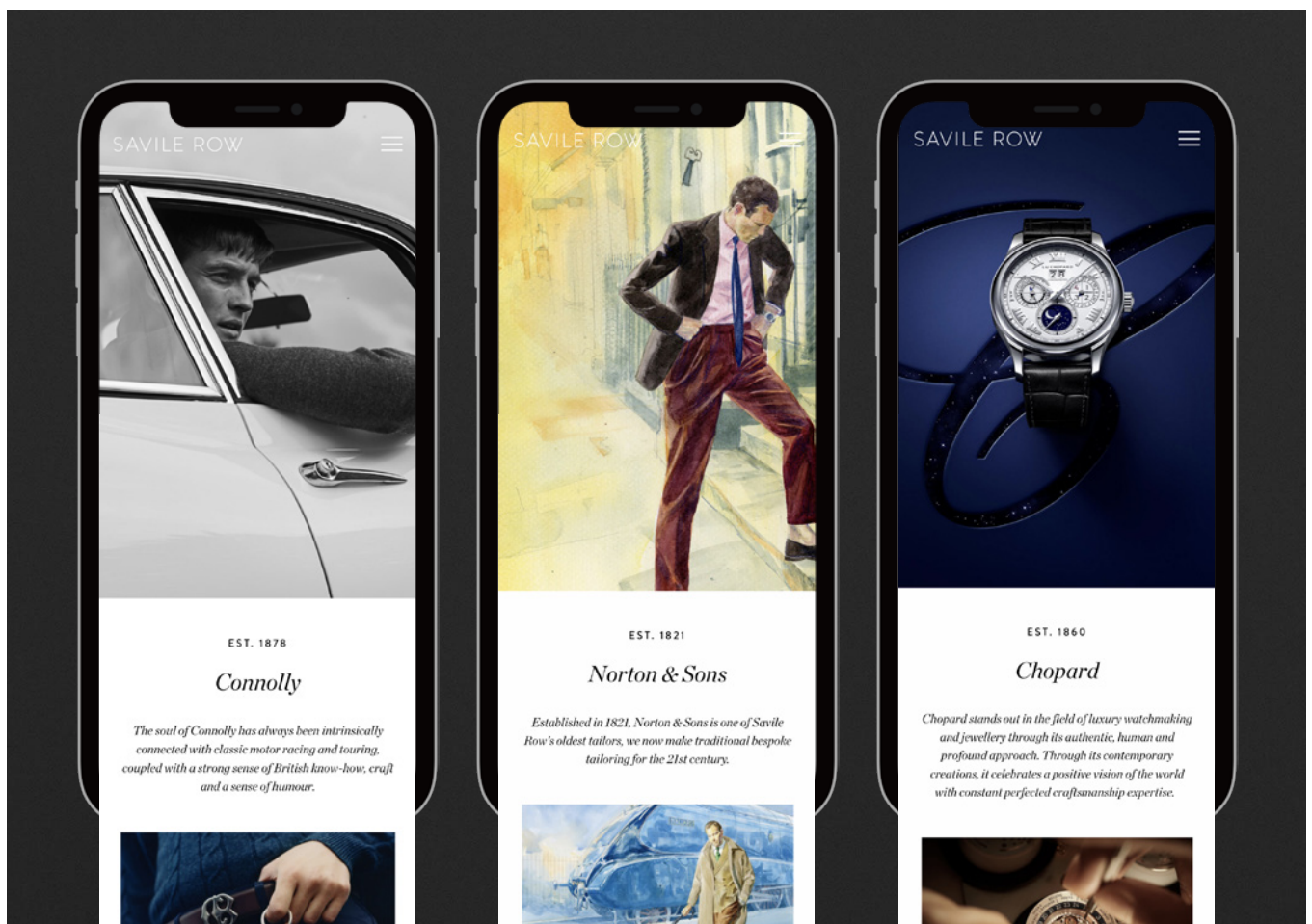
Savile Row Website and Wordpress Back-end Content Management System

Digital process

Maintain

Keeping the user journey positive post-live

- Training internal staff on the CMS and supply of recorded session.
- Hosting including cloud-based images and compression (at cost depending on the amount of traffic).
- Running a monthly maintenance contract that will allow for updating of plugins, compression code, security runs and general maintenance.
- Updating server requirements if necessary.
- Ensuring the site is up-to-date against browsers and plug-ins.
- Offering new, improved solutions or technologies as we find them (6-monthly reviews).



SavileRow Website

Thank you.

Deep
Brand & Digital Agency

Studio 9
The Print Rooms
164/180 Union
Street
London SE1 0LH

020 7593 0550
www.deep.co.uk
Twitter @deemplondon
Instagram @deep_london