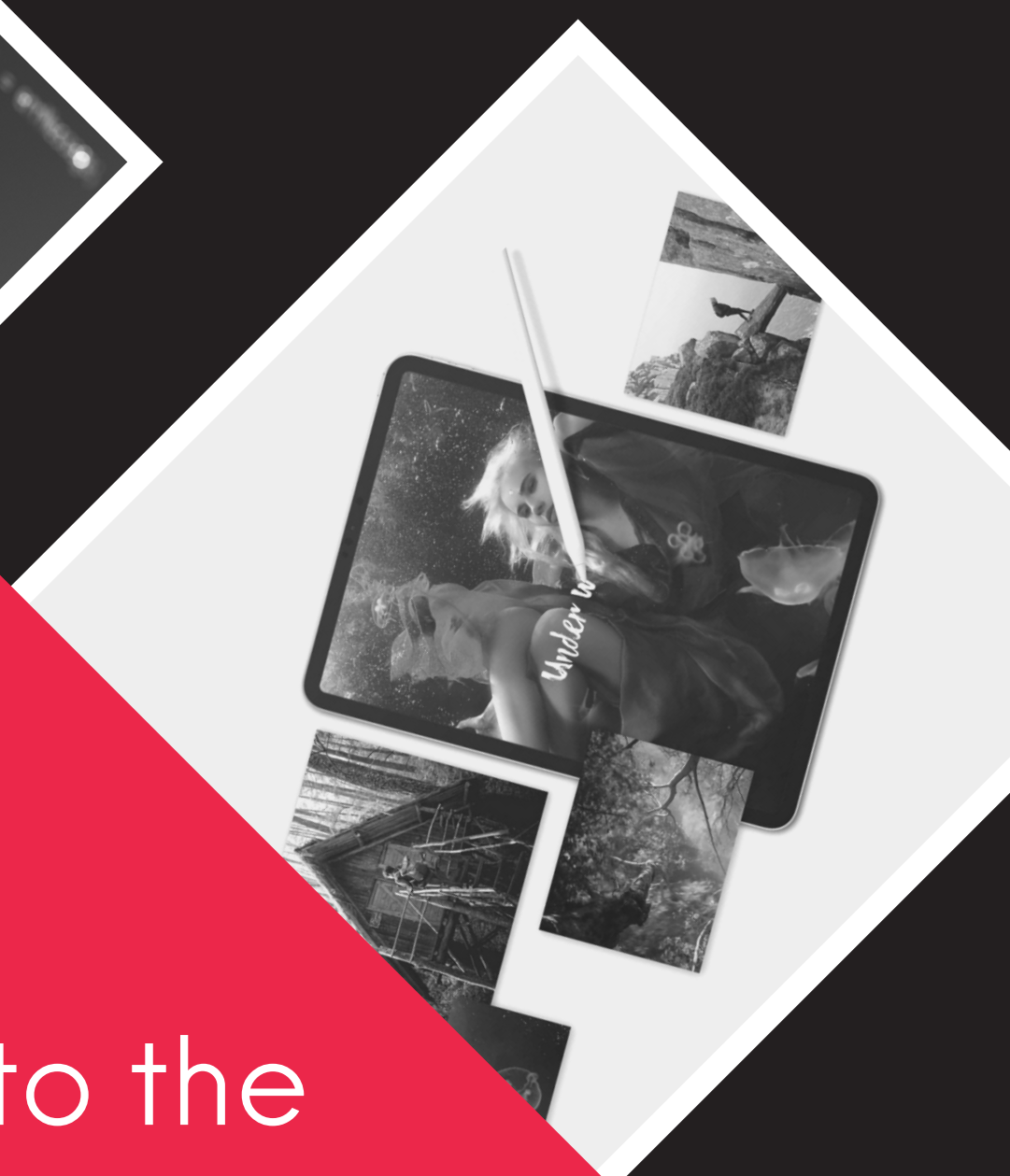


FutureLab

Digital



a
guide to the
custom
web
development
process

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INTRODUCTION

OUR WEB DEVELOPMENT PHILOSOPHIES



FutureLab Digital's view of web development comes from our dedication to growth, intuitive UX, and innovation. These are our watchwords, the principles we live by, and the values that drive us forward during even the toughest development projects.

When you work with us, you're not just working with experts. You're working with a team of people who love what they do. We put our passion into every website we build, and it shows.

This resource is meant to guide you through the process of working with our team, giving you an idea of what happens from the moment you reach out to us.

Every business is different, so no two experiences will be alike. That said, these four stages are at the core of our development philosophy, so you'll traverse all of them with us.

THE LEAD-UP

WHAT YOU SHOULD KNOW BEFORE ENGAGING FUTURELAB DIGITAL

Before you get in touch with us, it's important to have an in-depth understanding of your business. Understanding your goals, your audience, and even your preferred sales channels will help us create a website that blows you (and your customers) away.

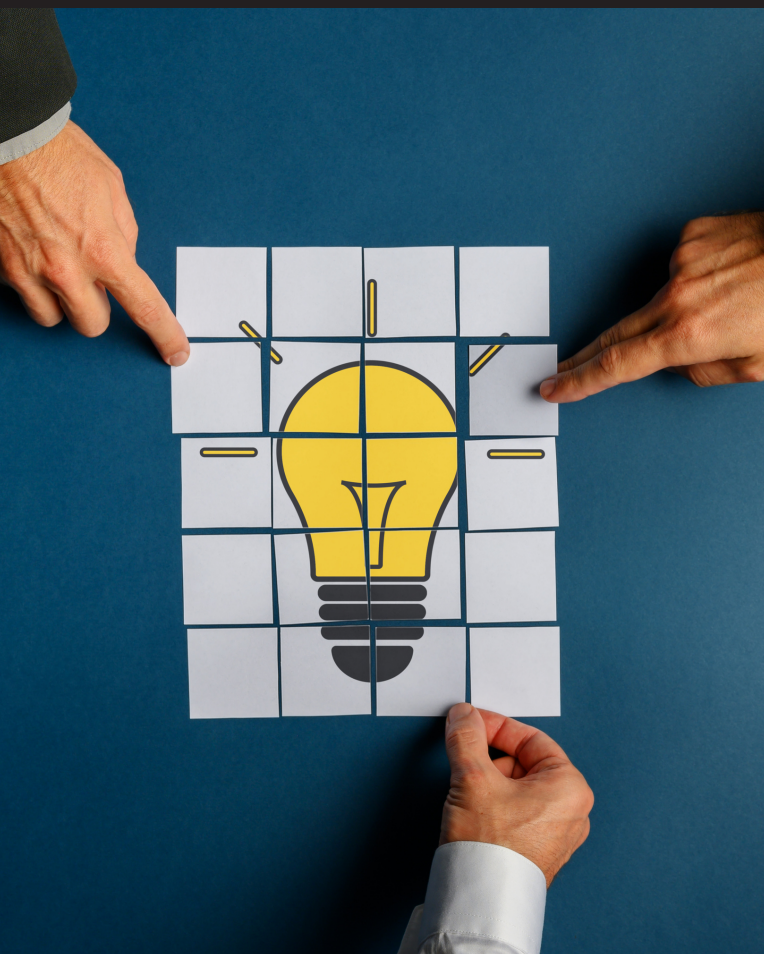
Of course, it also helps to know what kind of design your new website should have. Whether you're basing it on your current site

or you want us to build something from scratch, your website should be an embodiment of you. This is the first place your customer will interact with your brand.

By distilling your brand into a memorable, intuitive, and responsive website, their first impression of your business will be the best it can be. This lays the foundations for a loyal customer relationship!

QUESTIONS TO ASK YOURSELF TO UNDERSTAND YOUR DEVELOPMENT NEEDS

- Who is your ideal customer? What do they want to see from a website?
- What kind of 'personality' does your brand have? Friendly, casual, luxurious?
- What is your competition doing? What can you do better than them?
- How are you different from other businesses in the same vertical?
- What's your story?
- What do you dislike in other websites?
- What is your goal conversion?
- What is your ideal contact point? Which contact methods do you want to avoid?
- Do you have any existing brand guidelines?
- How is your current website performing?



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the
development
process
breakdown

STEP ONE

DISCOVER



We call step one **discover**. This is when we meet with you to discuss your objectives, understand your challenges, and explore your possibilities. Having a thorough understanding of your business is extremely helpful in this area, helping to drive the conversation in new and creative ways.

At this stage, it's our job to get to know you and your business. We have the web development expertise, but first, we have to know what you want in order to best apply our knowledge.

We can either set up a remote meeting or you can visit us in our office, where we'll have a few questions prepared to get a sense of your needs.

If you feel stuck for inspiration or you're not sure where to begin, don't worry. It's our job to help you figure it out. Our portfolio page is also a great place to find examples of past work to inspire your ideas.

Once the initial consultation is done, we move onto the design phase of the process.

STEP TWO

DESIGN



The design stage is all about setting a course for success.

With the destination previously established, we'll prototype a fit-for-purpose design concept for your website. Any custom web applications, particular requests, or innovative ideas will find their home in this stage, driving the birth of a beautiful new website.

The FutureLab Digital team doesn't believe in templates. We begin with a blank slate and build creatively. We do more than just fulfil your brief—we do our best to exceed your expectations.

Once your prototype has been sent to you and approved—with required changes promptly made—we'll kick it up a notch to head into the development stage.

STEP THREE

DEVELOP



The third step in the development process is the actual website development, where we put our experience to work.

Using the best technology and coding expertise, we'll bring your prototyped website to life in an offline container.

The amount of time this takes will depend on the complexity of your needs, but you'll receive a detailed timeline in the Discover stage. These aren't 'off-the-shelf' websites, so they do take time to be developed.

Once the site has been created, we run test after test to make sure it's ready to be launched. Fine-tuning, quality assurance testing, and final checks all take place in this stage. This is also when we'll help connect your site to a server that best suits your business' traffic needs, ensuring the site won't crash on you unexpectedly.

Then, we send the finished product your way. Once you've approved it, launch day arrives with much celebration, and your site is live!

STEP FOUR

MANAGE



Many developers stop at the third stage, but here at FutureLab Digital, we offer comprehensive website management services to keep your site running smoothly.

We can provide ongoing support no matter your CMS. Whether you need design tweaks, content updates, or backend administration, we'll be there to keep everything running ship-shape.

If your business expands in the future or your hosting needs change, our team is on hand to recommend the best solutions for your budget.

If you have a large website with a lot to manage from month-to-month, you can also hire our team on retainer to update product listings, maintain your website's backend, and even recommend changes to get ahead of traffic fluctuations.

WORDS FROM THE DIRECTOR

I founded FutureLab in 2011 as a way to revolutionise the **digital solutions** industry, placing the emphasis on solving clients' problems rather than making money.

Now, ten years later, we're proud to not just make websites. We create custom, innovative solutions.

We work with many well-known Australasian brands. At FutureLab, we don't do the work "for" the customer; we partner with them to create a great team delivering solutions.

There are billions of websites on the internet, you get hundreds of newsletters monthly, and you're exposed to a new brand every hour. The key is to find what's unique for your brand, for your company, and show it to the end-user. That's what we do.

RALF KILS

Director



"The best way to approach the digital world is to live in it, and that's what we do."



+64 9 280 3470



contact@futurelab.co.nz