Segnant Development Process

Well-designed, profitable websites and Internet applications do not happen by accident. It is necessary before the first line of code to spend some time thinking about why the website or application will be built and who the visitors will be. Once a new project is contracted, a Project Manager is assigned to the project. The Project Manager will act as the liaison between the Client and the Developers and will be responsible for moving the project from start to finish through the Segnant development process as outlined below:

Client Interview
- STEP 1 -

Wireframe Planning
- STEP 2 -

Design Phase
- STEP 3 -

Homepage Design Approval
- STEP 4 -

Wireframe Approval
- STEP 5 -

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Beta Launch
- STEP 8 -

Alpha Launch
- STEP 7 -

Development Phase
- STEP 6 -

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Step 1 - Client Interview
The Client will be contacted by the Project Manager to conduct the Client Interview. The Client Interview is a series of questions about the specifics of the project with regard to the expectations desired in the design of the initial home page. During the interview, the Project Manager will ask questions about the desired color scheme, other websites you like the look of, layout elements such as logins, specials etc., as well as the specific navigation buttons that will need to be built. At this point, the navigation is often decided. This is also when we will need your electronic logo file and any image files that will be incorporated to the design of the home page. The more information and specifics a client provides the Project Manager during the Client Interview the better our chances of us providing design mockups that will be a winning design for the layout of the homepage.

Step 2 - Wireframe Planning
Your Project Manager will begin working on the wireframe of your project outlining the specifics of functionality, technical requirements and navigation flow to ensure the project is built to the correct specification and that the correct modules are in place. This wireframe will become the blueprint for the project specifics to the development team. Prior to submission to development, the Project Manager will send the wireframe to the client for approval.

Step 3 - Design Phase
When the Client Interview is complete, the Project Manager will direct the Development team to begin work on initial homepage mockup for the Graphic User Interface (GUI), which is the overall look and feel presented to the website visitors.

The Development team will provide a series of design mockups based on the instructions given in the Client Interview. Segnant presents the company with several options for it is our goal to provide design mockups in the first round that will meet or exceed expectations. In the event that the initial designs are not acceptable, the Project Manager will need additional feedback on specifically what is expected that was not provided in the initial round at which point a second round of mock ups may be provided. However, in the event that extensive design work is required beyond this, additional expense may be incurred. Once a layout design is selected to move forward with, the Project Manager will ask the Client for feedback on any changes they would like to see with regard to design elements such as fonts, button and/or bar navigation styles, color tweaking, etc. and Segnant will further define the Client's website layout. Revisions will include up to three rounds of changes.

Once the homepage design has been decided, an Acceptance of Homepage Design form must be signed off by the Client so that work may begin on building the HTML pages for the website.

It is important to note that changes made by the Client after approval to the homepage design, may incur an additional expense for the development time required to make changes.

Step 4 - Homepage Design Approval
After the homepage design has been approved, the Project Manager will work with the Client to finalize the wireframe and an Acceptance of Wireframe form must be signed off by the Client. It is important to note that if additional functionality is added to the project after wireframe approval has been made additional expense will be incurred for the development time required to make those changes.

Step 5 - Wireframe Approval
After the homepage design has been approved, the Project Manager will work with the Client to finalize the wireframe and an Acceptance of Wireframe form must be signed off by the Client. It is important to note that if additional functionality is added to the project after wireframe approval has been made additional expense will be incurred for the development time required to make those changes.

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Step 6 - Development Phase

During the Development Phase, the Project Manager will direct the Developers to begin work on the programming and coding of the website. During this phase, the website will become available for viewing on Segnant's test server and your Project Manager will be able to provide the Client with estimated completion dates. However, these dates are always fluid and subject to change. During this time the Client should begin working on content to provide Segnant in an electric format as well as any other technical information that will be required for (rerouting the DNS server, Hosting, domain registry, logins and passwords, authorize.net, etc.)and/or bar navigation styles, color tweaking, etc. and Segnant will further define the Client's website layout. Revisions will include up to three rounds of changes.

Step 7 - Alpha Launch

Alpha Launch constitutes the completion of the programming and code required to operate the major functionality as defined on the wireframe for the website. Both automated testing and manual testing will occur by Segnant at this time to ensure:
• Cross-browser compatibility – That the approved GUI displays correctly in Netscape Navigator, Mozilla Firefox, and Internet Explorer.
• Internal Integrity – Links and functionality will be checked to ensure no broken links are experienced by the end-user.
• Integration – That the website or application integrates with internal system(s), network(s), software and the client's hosting platform.
• Load – System integrity and functionality under high traffic, especially with regard to database-driven sites.
The Project Manager will notify the Client that Alpha Launch has occurred, and the Client will be required to acknowledge receipt of Alpha Launch Notification, acknowledging that the major functionality outlined in the wireframe is present. During this time, quality assurance testing will begin and the Client will be asked to provide any missing content and feedback on their review of the website functionality and bugs found if any.

Step 8 - Beta Launch

Beta Launch occurs when the website is removed from Segnant's test server and pushed to a live server residing at the designated domain name or IP address. Client hosting (if applicable) begins at this time. In the case of pushing to the Client's domain, the new website will become live and will replace any previous website (if applicable). Once Beta Launch has occurred, the project is considered complete by Segnant.

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