

# Introduction

The eight-phase framework described in this presentation is our definition of an optimized, cost-effective process for the design and implementation of a new web site, or an enhancement to an existing web site.

A key to an effective website is that it totally satisfies the informational needs of multiple audiences seamlessly and efficiently:

- It is designed from the user's perspective.
- It is (of course) professionally designed.
- It contains superlative graphics, but they are browser-friendly and fast loading —yet they effectively complement, communicate and extend established corporate identity.

There's a certain ease of navigation that intuitively guides the new user easily through the most complex website while not allowing them to get lost. A successful site serves various audiences with multiple knowledge levels — the neophyte, trade-knowledgeable or the company

expert — and all are provided multiple paths and entry points that easily get them to the data or functionality they want *in the shortest amount of time*. In other words, a successful site is not linear and static, it's multi-dimensional.

Forepoint's eight-phase multiple-dimensional approach creates *effective* websites, delivered on time and on-budget.

The approach is uniquely flexible. It is designed to create the most effective website for you, no matter how simple or complex of requirements and goals. Some sites require fewer phases, others require all of them — and, in some circumstances, phases can parallel and/or even accelerate; in others, they are simply omitted or delayed.

To explore the first four of these eight phases in more detail, click on the tabbed sections on the right navigation bar; there's also a [help page](#) that will familiarize you with the design and navigation in this document.