

# 8. Refresh

## “Which brings us back to...”

Leading Fortune 500 websites share one common characteristic — they are often changing their “look” to remain competitive and to continue to appeal to the jaded web ‘surfer.’ For these companies, the new creative ‘industry’ of website publishing seems to run at a much higher pace than other forms of publishing.

We believe that a site ‘refresh’ may not require this type of total redesign if the fundamental elements of the site’s design and navigation have been well-designed and implemented. More likely, there will emerge technologies and new approaches to both the client and server experience that will drive a continual process of re-evaluation of your own website.

This re-evaluation may lead to a need for a site refresh that acts like a microcosm of the the eight-phase process described in these documents — taking the process back to Phase

One again and generating a new LevelSet of site functionality, this time driven by user feedback, both from your ‘end-users’ and from your staff — and, in particular, the original Internet team that made it all happen to begin with.

Examples we have seen that would drive this Refresh Phase include:

- a major product introduction that literally redefines part of your business operations
- a high-level decision to add electronic commerce to your website’s functions
- a major redefinition of corporate identity that will eventually impact all your published materials

Forepoint can provide you with recommendations and suggestions for the most cost- and site-effective options for ‘refreshment.’

### TEAM

Forepoint’s design and technology principals;

Webmaster and representatives of the Internet team

### TASKS

Recommendations and LevelSet scenarios

### COSTS

Consulting: \$125/hr.

### RESULTS

Additional (usually smaller and quicker) 8-Phase development cycles

? help

title page

introduction

1 survey

2 levelset

3 timeframe

4 design domain™

5 implement

6 launch + pr

7 maintain

▶ 8 refresh

summary