Rapid Design & Development Process - 6 weeks (RDDP)

IT WebSmith's RDDP Process is a 6-week program. We've refined this customer-centric methodology over 12+ years of project developments for our clients.

Here's what our 6 weeks together looks like.

Week 1: Kick-Off Meeting

How Did We Get Here/Where Are We Going? Scoop of Work: Backstory, goals, requirements, brand vision, audience, and competitive space. We are inspired to deliver a comprehensive client solution for all your online needs and goals. We detail the plan: process, timeline, major milestones, and next steps.

Week 2: Information Architecture

Building a Foundation. This phase is all about rapid prototyping. We work with you to architect your new site through visual site maps and wireframes.

Week 3: Design Concept

Design Time! We present a homepage concept and overall theme. We work with you to make design changes, add and remove elements, finalize color template.

Week 4 & 5: Complete Design Set

Bring it to life. We transform the approved strategy and designs into a world-class website.

CMS/theme development, responsive design, third-party integrations, and performance/testing

Week 6: Launch

Ready for Launch! We will work closely with your team to ensure a smooth, stress-free roll out.

RDDP Payment Schedule

Week 1: 10% (*deposit*)

End of Week 2: 20%

End of Week 3: 20%

End of Week 4: 30%

Week 6: 20% (*final payment before launch*)