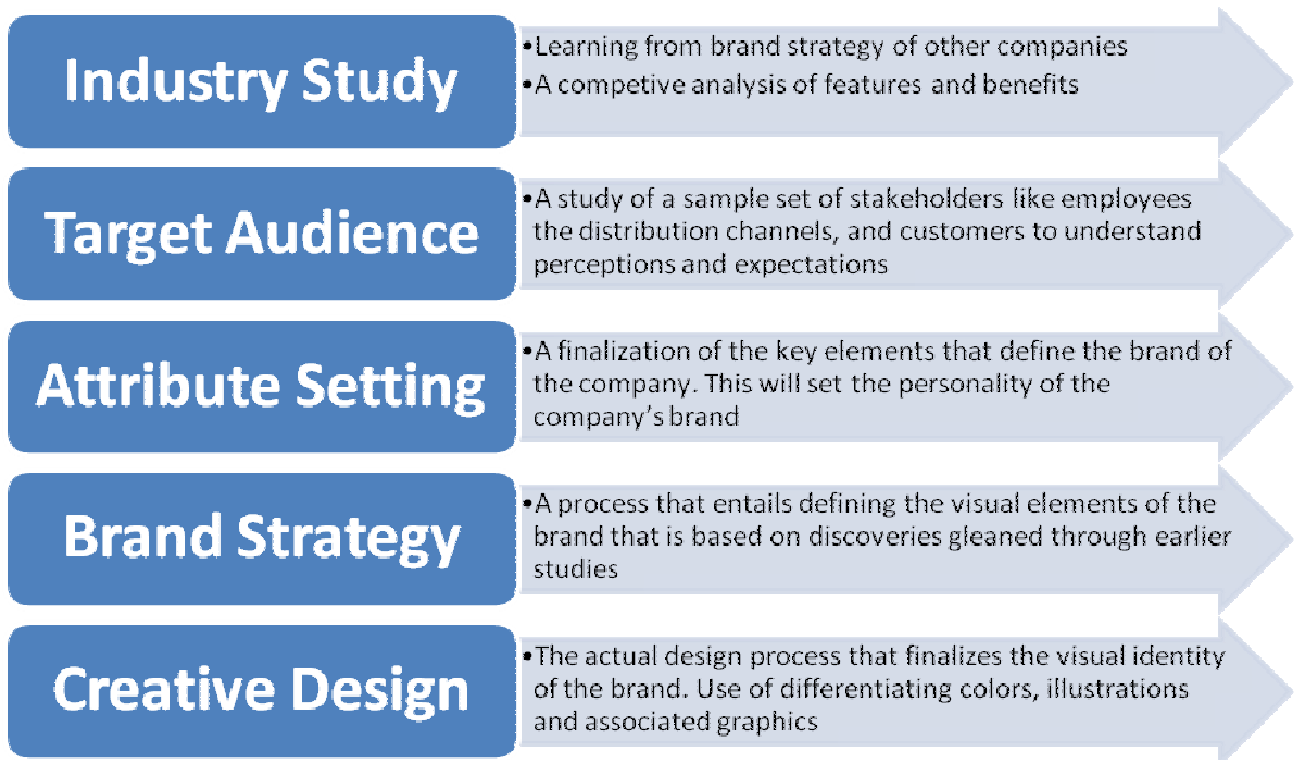


1. CREATIVE DESIGN APPROACH

1.1. Introduction

For customers to develop attachment to your brand, your identity must have a strong character that symbolically expresses the core values of your proposition to your customer. The rational and functional base, with an emotional content, connects with people beyond their expectation where the competition cannot enter thereby creating emotional surplus.

1.2. Methodology



1.3. Vision

The UI will be designed such that attention is provided to the process of acquiring the project, and the interaction between the users of the website.

1.4. Promise Of Quality

Value Proposition

Our Vision for the design and development of the website is one that will focus on portraying and image of the company that sells its Brand and Messaging, focusing on its Unique Selling Point and allowing the user to capture the very essence of their product/service. We understand that the website is the company on the internet, and we will ensure that our design is synonymous; it sets trends, and continues to endure as time goes by.



Quality Objectives

- To stand out in a crowd, and to perform beyond expectations
- To capture the Company's vision and to display it the best way it can be
- To be a guide, advising the visitors, encouraging contribution, and invoking enquiries
- To provide a clean, easy-to-use and vivid design that highlights key sections
- Provides all the information in as few navigations as possible

The website's visual design needs to be built on below mentioned brand elements,

- Introduction of new imagery, photography and a wider colour palette
- Extension of New design elements across print deliverables
- Reflection of a credible network operating in the professional services sector in the general look and feel
- Usage of standard, consistent and easily accessible fonts
- Logo must be clearly visible on every page and link through to home and member pages respectively
- User friendly creative, which doesn't hinder site navigation or reduce content space
- Utilization of free white space for content
- Better user navigation
- Strong navigation with consistent breadcrumbs and at least three hierarchical levels
- Cross linking between various pages and members websites
- Availability of common links like "print" and "share" on all the pages
- Easy accessibility of home page through logo and breadcrumb
- Use of flexible icons / teasers to enable linkage and promote key words
- Use of style sheets

We consider these primary parameters while evaluating different font types,

- Readability
- Simplicity
- Conformity with brand values such as authority, modernity, solidity and professionalism
- Minimum font size
- Arial family recommended - Universally used font family and fulfills all the parameters



We also follow these standard design and copy guidelines,

- Letter visibility - Case, spacing, size and style of letters
- Color visibility - Use of complementary colors having strong contrast in value, and therefore little vibration, provide maximum visibility
- Correct placement of logo and other identity marks

Our focus in creative and visual design is,

- To visualize and create the uncreated
- To develop designs that have both form and function working in harmony
- To create designs as individual as your business
- To design and develop website to be used as an integral part of marketing mix
- To deliver website solutions that reap the benefits available on internet today

We feature an utterly professional and diversely experienced team of visualizers, creative designers, illustrators, programmers, copy writers and project managers.

2. CREATIVE DESIGN: PROCESS

2.1. Description Of Project Phases

Phase	Description
Gather and Understand	<ul style="list-style-type: none">• Gather Client Requirements & Expectations• Identify Projects Objectives & Scope• Provide Consultation & Feasibility Study
Organize and Define	<ul style="list-style-type: none">• Schedule Project Plan and Milestones• Create Wireframes• Organize Information and Receivables
Ideate and Visualize	<ul style="list-style-type: none">• Create Design/Development AOPs
Prototype and Produce	<ul style="list-style-type: none">• Technical Prototype Development• Production and Feedback Integration• QA Processes and Approval
Deploy and Verify	<ul style="list-style-type: none">• Deploying on Live Server• Drawing Observations on Site Behaviour• Implementing Recommendations