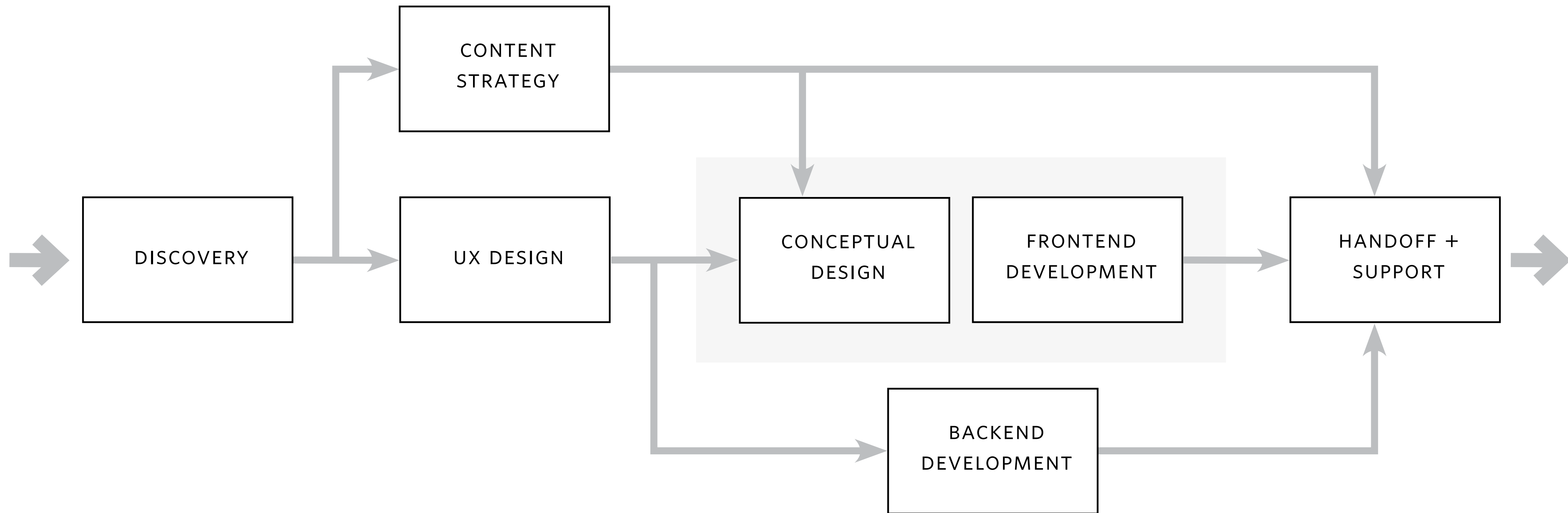
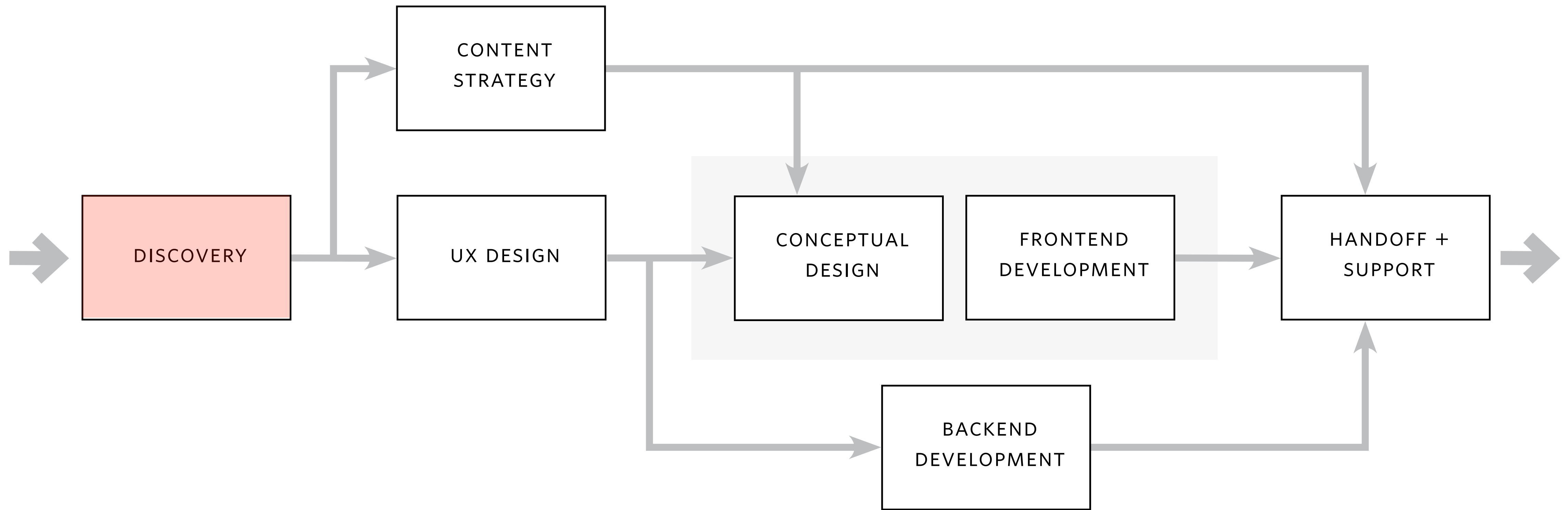


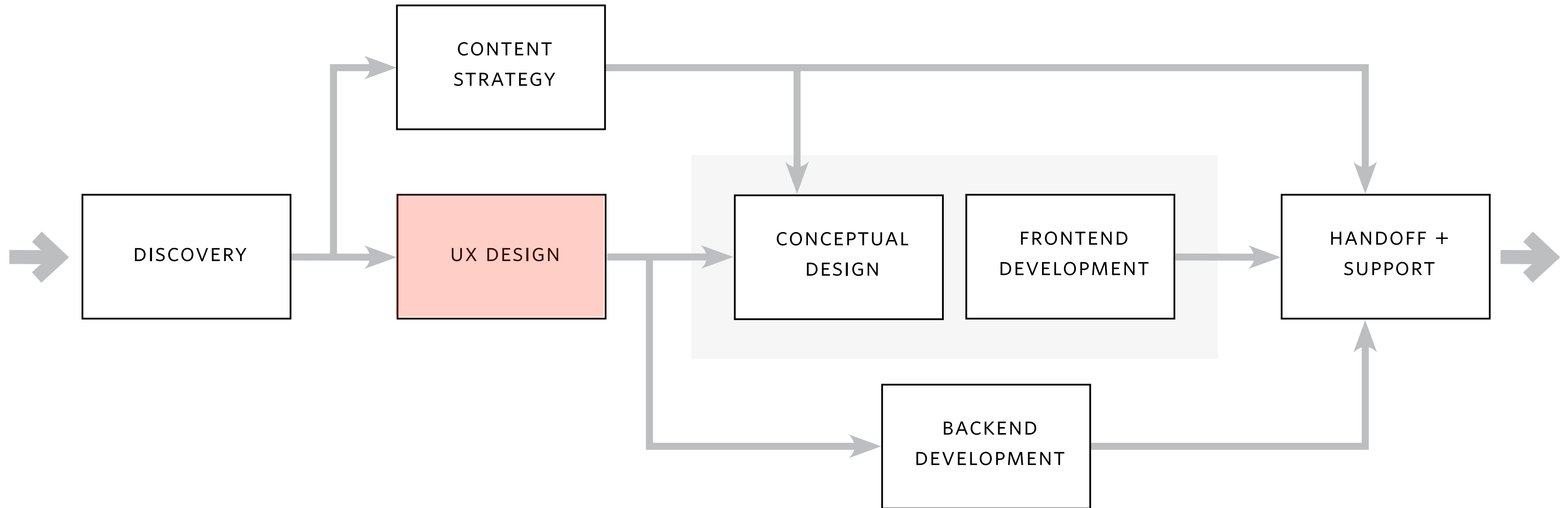


Process



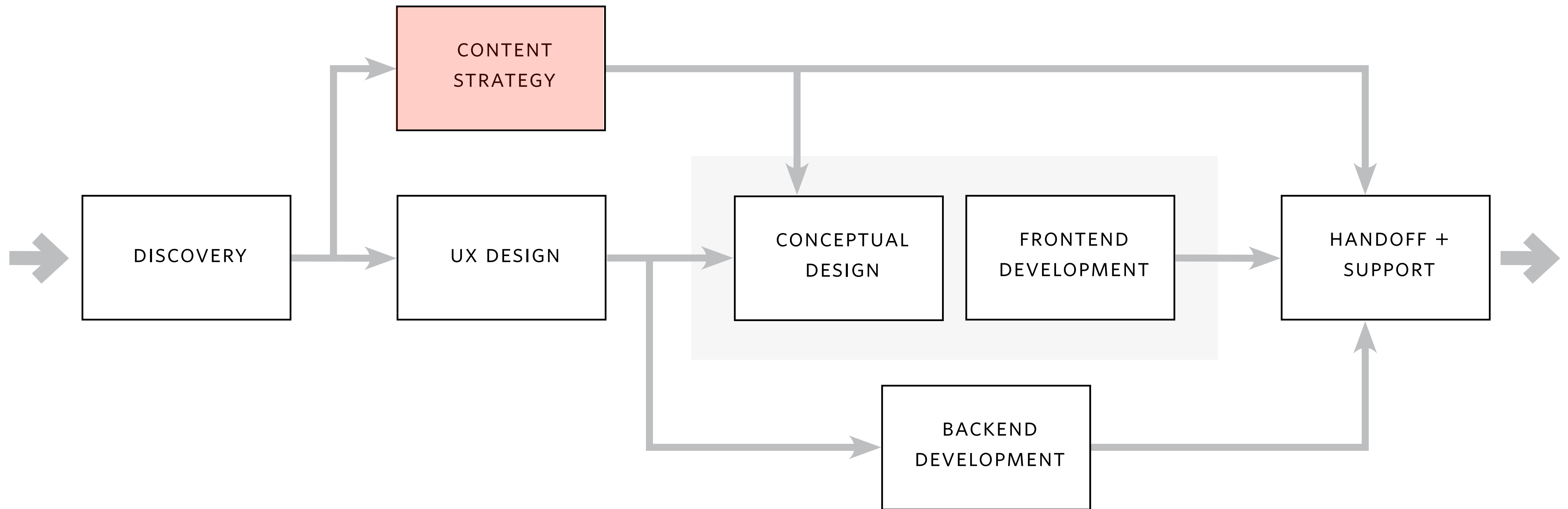


Discovery: What should this project do?

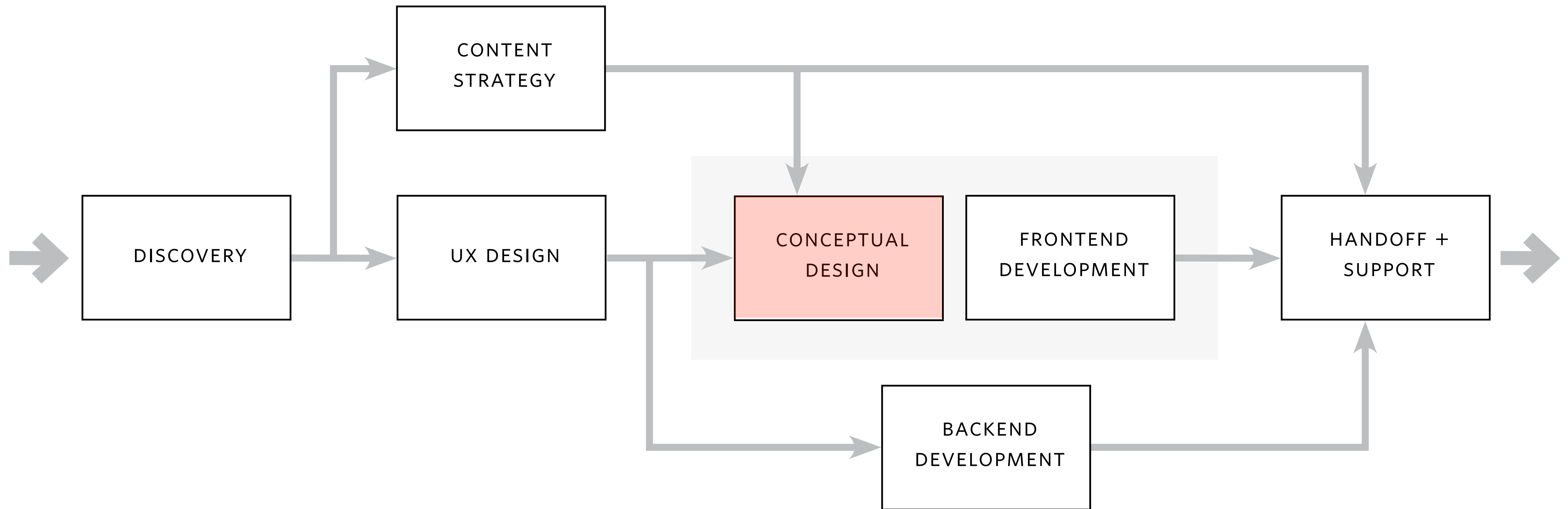


UX design: Who'll use the site, and how will the pieces fit?

(Information architecture fits in here too.)

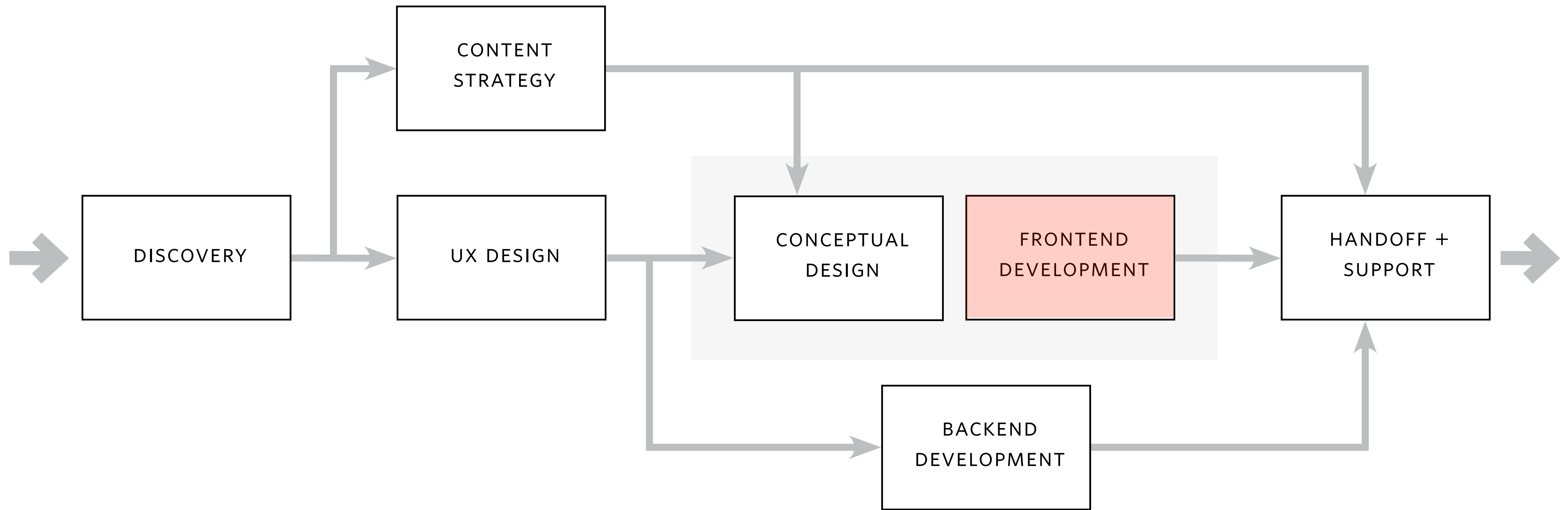


Content strategy: What should the site say? How will we write it?

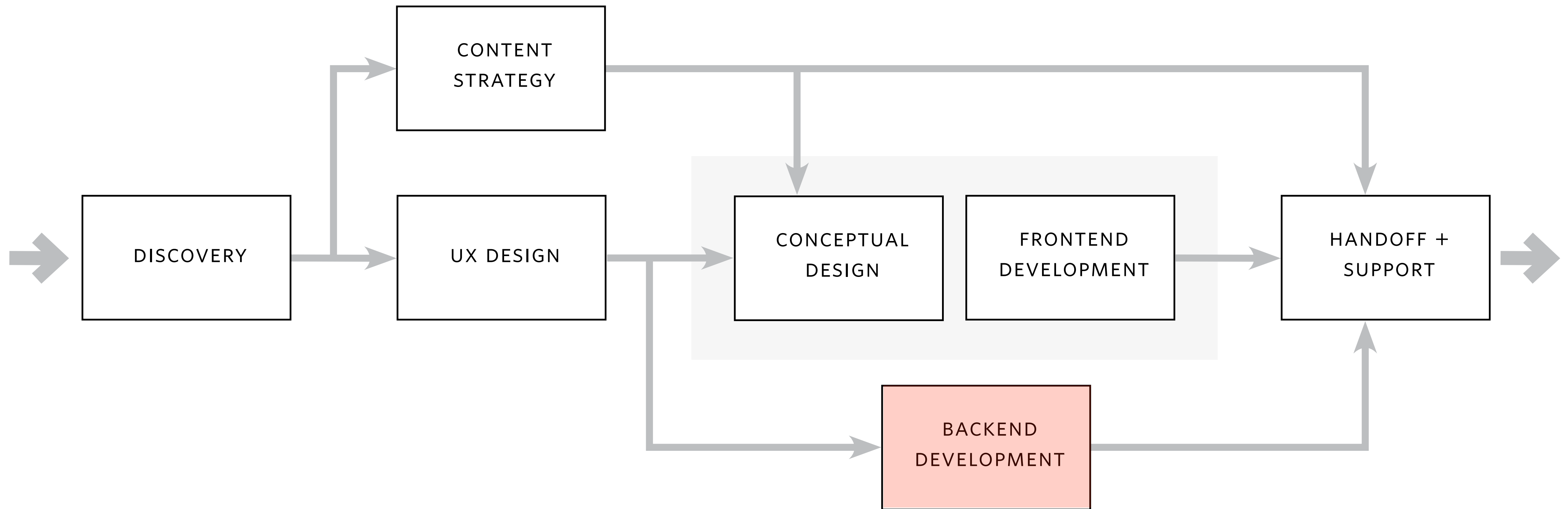


Conceptual design: *What will the site look like? How should users feel?*

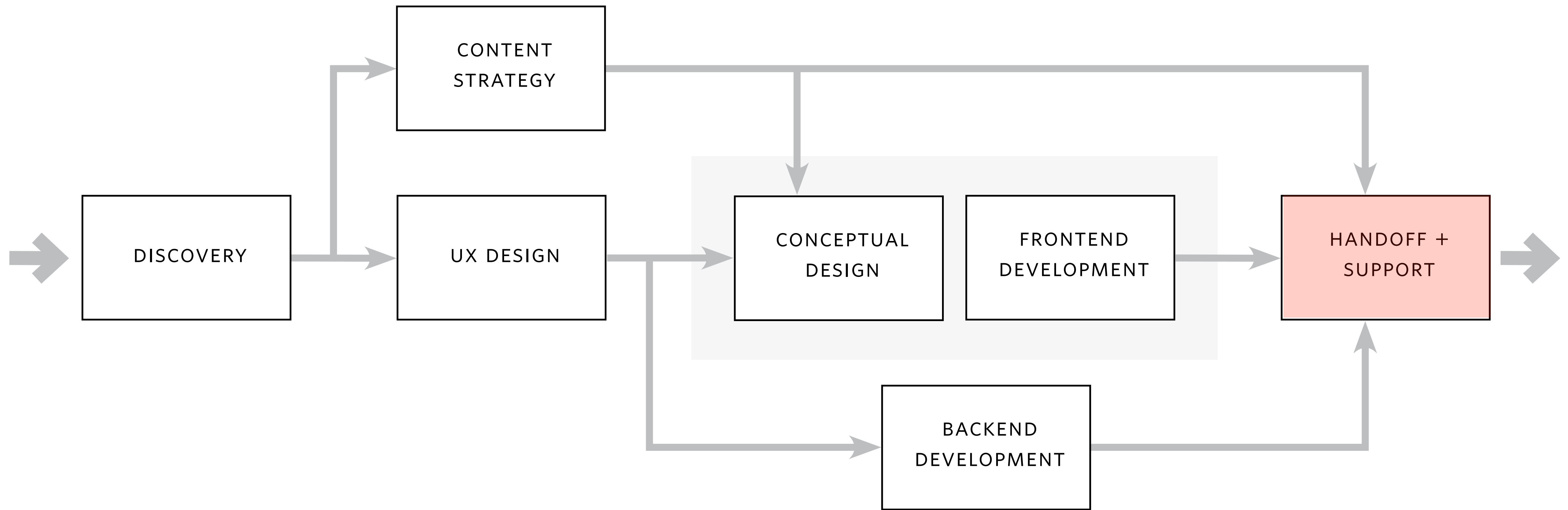
(A more common term is *visual design*. I prefer *graphic design*.)



Frontend: How will the HTML/CSS/JS work?



Backend: How will the software that updates the site work?



Handoff and support: *What should the client do with this site?*

It's usually not this linear.

Small studio

Digital agency

(also ad agencies, communications firms, and technology consultancies)

In-house

Everything from small companies to large nonprofits

Startups and technology companies

Government, NGOs, and nonprofits

News and media organizations

Independent designers