

## Website Process Form: 17-513 Murphy New Website

### Overview:

To coincide with the new branding of 'Blue Rock' a new website will be created to reflect this newer and more modern face to the business. The website will showcase the unique process that customers experience with Blue Rock, and rather than listing products or services. The case studies of current customers will be the area where each service area of the business would be listed, and Blue Rock will be using up to date and professional photography to enhance the site.

### Points of Contact:

- **Broker Contact:** Tom Yorke
- **Project Manager:** Beth McClure

### Key Features of the Content:

The content will be concise and primed for a digital audience. It will be rewritten, although will use the main sentiment from the current site. An editorial brief was taken on the 12<sup>th</sup> of July '17. More extensive bios will be taken of Tom and John, as well as including the other members of the team.

### Images:

Professional photography will be taken of the team and office, and where possible, actual images of those used as case study examples will be taken.

### Process:

Before we begin, there are certain key pieces of information that we require from Blue Rock. These are essential to ensure no delays further on in the process.

Information required:

- Relevant email to use for all enquiries for contact forms on the website (these can be customised for different enquiries to go to different departments)

Upon acceptance of this document, the design and content process will begin. This is outlined below, and may be subject to change. Blue Rock will be kept informed of any changes and updates.

### Website Design and Development Process

Stage	Details	Date
<b>Homepage</b>	Three homepage designs will be presented to Blue Rock	w/c 17.07.17

<b>Homepage choice and Editorial Brief</b>	A choice will be made of the three and edits can be suggested for the design. At the same time as approval, an editorial briefing will be taken.	
<b>Final Homepage</b>	The designer will create the final homepage design and Blue Rock will finalise the: <ul style="list-style-type: none"> <li>• Colour scheme</li> <li>• Fonts</li> <li>• Look and feel</li> </ul>	w/c 15.08.17
<b>Inner Pages</b>	The designer will then create the other inner pages for the website. Blue Rock will finalise the: <ul style="list-style-type: none"> <li>• Overall images</li> <li>• Overall copy</li> </ul> <p><b>From this point onwards, all design elements cannot be changed. These constitute major changes to the site, and will be very time consuming to change further down the line.</b></p>	w/c 28.09.17
<b>Development</b>	The website will now move into development. Development time will depend upon the complexity of the website, amount of content and images. Blue Rock will approve: <ul style="list-style-type: none"> <li>• The functionality of the pages – how they animate, move, and function</li> <li>• The content and images</li> <li>• That the contact pages send the forms to the right email address</li> </ul>	w/c 16.10.17
<b>Compliance</b>	The site will also be sent to compliance for approval, which can take up to two weeks.	w/c 30.10.17
<b>Website Live</b>	Blue Rock will approve the website and it will be then made live on the chosen URL.	w/c 13.11.17