

# BLUE LINE MEDIA

MAKING IT SIMPLE

## HOW OUR PROJECTS WORK

Our process has been designed to capture your objectives and keep you involved throughout the development of your project. The following pages explain how:

- 1. CONFIRMING YOUR PROJECT**
- 2. PREPARATION FOR DEVELOPMENT**
- 3. DEVELOPMENT**
- 4. AMENDMENTS**
- 5. FUTURE SUPPORT**

## PROJECT STAGES

### 1. CONFIRMING YOUR PROJECT

Once you decide to use us, we'll confirm the project details with a tailored set of **terms and conditions**, which also covers issues like intellectual property (if you'd like to see an example, just ask).

We typically send a **deposit invoice** for **40%** of your project, which represents a commitment to the project and allows us to be accurate with your schedule.

Once we've received your deposit and a signed copy of our terms, we'll confirm your schedule and organise the next steps.

### 2. PREPARATION FOR DEVELOPMENT

We create a draft **requirements document** to provide more detail on how your project will look and how things will work, and ask for your amendments or approval. If you want to add any work, we'll quote for chargeable extras.

Usually we provide one or more **design concepts** for key pages of your website, and adapt this until you're happy. If you're providing design, we'll review it and tell you about any effect on cost or timing.

### 3. DEVELOPMENT

We'll have ideas and suggestions about how best to achieve your objectives, and at the same time we work hard to keep you involved and aware of everything we're doing. We use an **online project management tool** called Basecamp alongside regular personal contact.

We work through the requirements as agreed in the previous stage, and where possible **publish work online** so you can review progress, provide feedback, and even start adding your own content.

If any extra work has come up, we'll provide quotes so you can approve it for the next stage.

Once initial development is complete, we'll issue an **invoice** for the remainder of your work, plus any extra paid work you've agreed. This allows a month for amendments in line with our 30 day payment terms.

### 5 REASONS TO CHOOSE US

**WEB DEVELOPMENT SINCE 2001**

**WE PUT USER EXPERIENCE FIRST**

**WE KEEP YOU INVOLVED AND IN CONTROL**

**WE MAINTAIN HIGH STANDARDS**

**WE ARE TRANSPARENT AND AVOID JARGON**

### WHY REQUIREMENTS MATTER

We spend time thinking about and planning your project, which makes development more efficient and ensures you get exactly what you need. And your requirements document provides a guarantee of the work we've agreed.

### BASECAMP

Our online project management tool includes milestone dates for development and email conversations about your project. It means you can review and comment on your project any time you like and from any web-enabled computer.

## 4. AMENDMENTS

We ask you to review the project so far and provide a set of amendments. These aren't the only changes we'll make for you, because you get a one month snagging period and we'll always fix bugs for free. We'll add your amendments to any additional work from the stages above, and any work that requires a live site (like email functionality and hosting).

Training will be offered at this stage, and we offer ongoing support.

Once this stage is finished, we'll give you a test document confirming completion of specific requirements and your access details.

## 5. FUTURE SUPPORT

All projects include a 'snagging period' for one month after completion, which allows you to tell us about issues or amendments after launch, plus ongoing support on how to use your new system or content management.

We provide great ongoing support and are proud that most of our work comes from existing clients. We're pro-active in providing guidance and feedback on how you can develop your project further and achieve more for your business.

Future work due to our mistakes will be completed free of charge. For additional work and maintenance, we quote upfront where possible, unless you choose our hourly rate of £75 + VAT. Or reduce this to £65 + VAT if you buy 20 hours upfront.

We don't require support or maintenance contracts, and you can move to third party suppliers to maintain your website any time you like. We also include export and back-up options that keep you in control, so the only thing that keeps you using us is our great service.

"Your technical knowledge is very high and you can apply it to business, which is quite rare. We had asked our previous provider for changes and waited six months - you were getting them done in a couple of days."

Robert Wells,  
Director of Aspen Gilchrist

"We've used 'one man bands' before and had problems getting things done, and we didn't want to use a large agency and pay for the account-handling structure. You are between the two - you provide value and there is always someone in the office. We've been happy with all areas of your service."

William Snell,  
Director of Gallery Resources