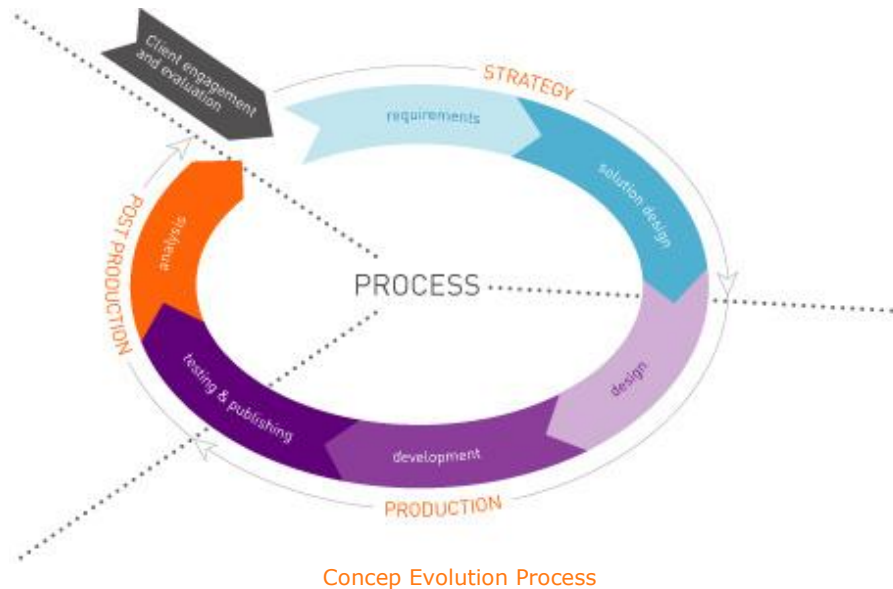


CONCEP EVOLUTION DEVELOPMENT PROCESS



Concep Evolution Process

The Concep Evolution process for web development is proven best practice for creating and developing work of the highest quality. Our cyclical process allows clients to involve Concep Evolution at any stage of their development projects to scope and produce integrated, quality solutions. The following is an overview of the development cycle:

➡ The client engages with Concep Evolution to evaluate their business objectives for web development.

Within the **Strategy Phase** the clients' web requirements and strategy are discussed and agreed by all parties and then a requirements document is produced. Once this is agreed and signed off by the client the solution design stage begins - the creative, technical and functional parameters of the proposed web development, detailing cost, timeline and constraints, are determined.

Production begins once the solution design document is signed off.

In the design phase, functionality and usability aspects are further defined; interface and creative elements are conceptualised and passed to the client for selection and signoff. Once approved, development can begin. Typically, there are minor client revisions in the development stage and a Change Management process allows for any scope changes.

Post production allows for rigorous testing and analysis, including content, functional and Quality Assurance (QA) testing. On final approval the site is migrated to a "live" or production environment.

Our goal at Concep Evolution is to ensure a well-designed project of the highest quality that meets the defined business objectives.