



HYPNO'S WORKFLOW AND PROJECT NAVIGATOR

A tool that will walk you through a project from initial briefing to conclusion and which will simultaneously introduce you to our workflow.

Because all of our solutions are customized, we can only give you a general overview of what we can do for you here.

The **“Your Input”** section shows how you can support us through the various phases of your project and therefore contribute to its success.

In the **“Our Output”** section you will learn what we will be accomplishing for you during each project phase.



I. Briefing

Getting to know one another starts the project off on the right foot. Therefore we would like to discuss the following points with you in our first meeting:

YOUR INPUT

Positioning of the Project

We should become acquainted with your:

- Corporate profile
- Marketing materials
- Infrastructure

Initial Ideas

You have initial ideas and concrete communication goals.

Perspective

You know where you are today with your company and have more plans for the future?

Structure

Tell us about your:

- Configuration
- Technical know-how
- Databases
- Art and photo archives
- Resource files

OUR OUTPUT

Positioning of the Project

We will:

- Offer advice specific to new media
- Provide benchmarks
- Develop a digital marketing strategy

Initial Ideas

If you are not yet sure of all the possibilities that new media can offer, we can explain how we can make your ideas alive in this arena.

Perspective

Together we will work out a realization of your visions and advise you about the future.

Structure

We will advise you about finding an individual, customized solution that is right for your specific needs.



2. Concept

The conception phase includes the following steps

YOUR INPUT

Project Planning

Let us know what your schedule looks like.

Content

Give us all the necessary materials and files.

Visual

We take a look at your existing corporate identity.

Technical

Do you have specific wishes regarding technical functionality?

Online Publicity

You'd like to get the word out about your website?

OUR OUTPUT

Project Planning

We will put together a internal timeline for your project and assemble the team.

Content

We will create corresponding flowcharts and/or storyboards based on the ideas we agreed upon.

Visual

On the basis of your existing corporate identity, we will produce a visual concept that will define the layout and the navigational elements of your project.

Technical

We'll develop an optimal solution for requirements and those of your project.

Online Publicity

We can develop a publicity campaign and/or a marketing strategy.



3. Production

The production phase includes the following steps

YOUR INPUT

Content

You will give us your feedback and approval

Art Direction and Design

You will give us your feedback and approval

Programming and Asset Creation

You will give us your feedback and approval

OUR OUTPUT

Content

We integrate the materials you've selected into your application: images, texts, videos, sounds.

Art Direction and Design

Our graphic designers create your application step by step — screen by screen.

Programming and Asset Creation

Our programmers translate your technical requirements into the corresponding programming languages and data base models.



4. Finalizing

The finalizing phase includes the following steps

YOUR INPUT

Usability

You can test the user-friendliness of your web site.

Test/Debugging

You can review the accuracy of your solution's texts and images.

Configuration

You can make sure your technical requirements have been met.

OUR OUTPUT

Usability

We will rework and optimize any design and navigational elements as needed.

Test/Debugging

We will produce test reports and make the final corrections.

Configuration

We will optimize the reaction and loading times of your web site.



5. Online Launch

Final steps to achieve your Online Launch

YOUR INPUT

Implementation

You have reviewed and approved all test versions of your project.

Announcement

You would like to communicate the launch of your website on the Internet.

Quality Control

You would like to know how your website is used and by whom.

OUR OUTPUT

Implementation

We'll see to the implementation of your website online.

Announcement

We announce your website in appropriate indexes and search engines.

Quality Control

We also have the experts to provide you with a detailed summary, evaluation and interpretation of your sites user data.



6. Updates / Maintenance

We offer the following services for the expansion and maintenance of your site

YOUR INPUT

Maintenance/Service

You would like regular updates and service for your web site.

Feedback

Let us know if we should take concrete feedback from your users into account.

Updates

You're already planning the expansion of your project.

OUR OUTPUT

Maintenance/Service

At your request, we can continually service your web site's content, graphics and technology.

Feedback

We have the appropriate resources to implement your desired response to user-feedback.

Updates

We look forward to further challenges from you.