

NEEDS ANALYSIS

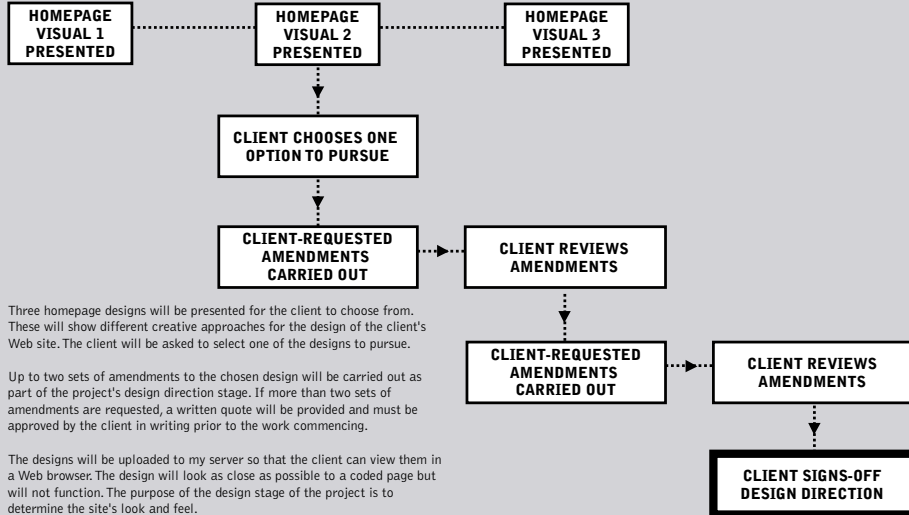
At the beginning of each project, I assess the client's requirements by discussing their aims and requirements with them. This **Needs Analysis** stage provides an understanding of details about the site - such as its audience, its aims, the design and technical parameters - as well as helping to define the project's timescale, the resources needed and the cost of production.

Following the needs analysis, a written **Project Proposal** is produced that outlines how the project will be approached. A proposal is a written document that contains suggestions for a project's strategy, based on information gleaned from the client during briefings and conversations regarding the project's requirements.

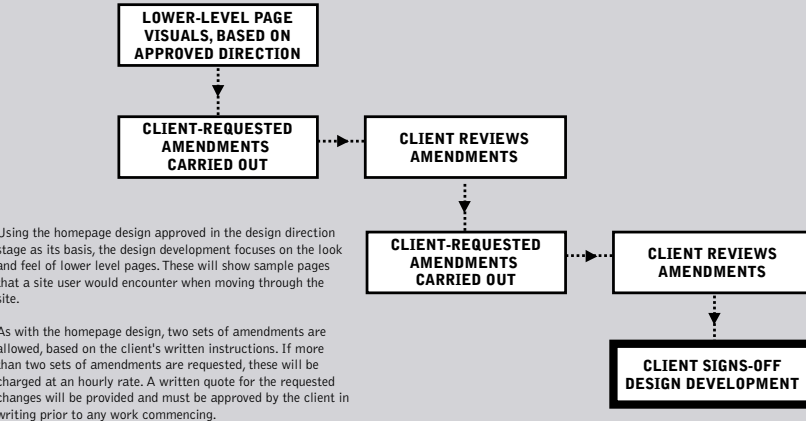
A comprehensive calendar is devised to ensure that the site is delivered on time and within budget. This includes information about the decision-making process, as well as an agreed timeframe for client feedback at every stage.

The proposal may be amended, based on the client's comments, until both parties are satisfied that the document is an accurate assessment of the project. Once the client is happy with the proposal, I ask them to sign it, and this becomes the **Project Brief**, which will be referred to throughout the project.

1 : DESIGN DIRECTION



2 : DESIGN DEVELOPMENT



3 : TECHNICAL DEVELOPMENT

