

PLAINJOE STUDIOS

DIGITAL STORYTELLING BUILD CYCLE

DISCOVER

BRANDING & MESSAGING

who are we and is it crystal clear?

TARGET AUDIENCE

are we connecting with the right people?

WEBSITE GOAL

what's the point of this website?

SITEMAP

do we have a common structure?

DEVELOP

LINKS & IMAGES

is everything connecting right?

SPELLCHECK & PROOFREAD

did we double check all language?

FUNCTIONALITY TEST

are modules working as they should?

DESIGN CHECK

are we happy with the aesthetics?

SEO

are keywords and redirects in place?

DEPLOY

COMPATIBILITY

are popular mobile devices working?

BROWSER TEST

does the website work in all browsers?

READY TO LAUNCH?

let's push this out to the world