



## **Our Process (for digital products)**

Business transparency is the foundation on which we've built our company. We work hard to ensure that our clients have a full understanding of the process, timeframe and cost of any given project, especially when it's based online. Below is an outline detailing our standard process for completing a digital project:

### Consultation

We offer one (1) free consultation for any new project, and we encourage all of our clients to take advantage of this offer. During your consultation you'll be introduced to the Mootando staff member(s) who will be managing your project. In addition, you will have the opportunity to share your vision with us so that we can create your project exactly the way you want.

### Data Collection

For any web-based project, an important early step is to collect all of the media and information that you would like to include in your digital kingdom. For example, if you hire us to build your new website, we would need all of the images, videos, audio and web copy that you want to use.

### First Draft

We like to keep our clients fully plugged into the process from start to finish. The first milestone for any Mootando project is the first draft. After we collect all of the necessary data, we will present you with a first draft of your project.

### First Review

Typically occurring very early in the process, the first review will give you the opportunity to make sure we're headed in the right direction. This is the time to make major edits to the project.

### Second Draft

The second draft will be much more finalized and will include the edits you specified during the first review.

### Second Review

Typically occurring later in the process, the first review will give you the opportunity to fine tune your product. This is the time to make minor edits and stylistic changes to your project.



### Soft Launch

The soft launch is a test run. For any website or social media platform, it is important to test how they function in a real-world environment. The soft launch provides an opportunity for you to use your product the way a customer would.

### Final Approval

We won't do anything final until we get the go-ahead from you. At the end of any digital project we request that the client give his or her final approval for Mootando staff to publish.

### Publication

The final step for any web-based project is publication. After we receive your final approval, we will publish your product. Note that any online product may either be maintained by you, or by Mootando staff. This information will be detailed in your contract.