



Wakefly Overview

December, 2018

What We Will Cover

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Wakefly Overview

2

Wakefly Website Process

Wakefly is a team of digital marketing, web design and development experts

Wakefly Overview

Wakefly is the leader in website development. We understand how to build an effective website that achieves your marketing goals and gets it right the first time. Over the past 16 years, we have successfully worked with our clients to leverage technology platforms for better marketing. We understand the evolving synergy between sales, marketing, technology and their collective impact on business and help guide your teams through this process.

Our Vision: To understand unique business challenges, develop a plan to produce deliverables that generate results, and provide customer service that is second to none. We look to create long term partnerships that can scale and evolve with the ever changing demands on your teams.

Our Mission: To solve marketing problems with web based technology. Our engineers are all seasoned experts with marketing backgrounds who just love what they do and it shows in their work.

Wakefly Overview

Wakefly is a Boston based online marketing firm focused on custom crafting ROI driven online strategies that map to our client's unique business goals. Born in software development, Wakefly is a full service web presence management firm that specializes in holistic, data-driven online marketing and boutique web development.

16 Years – Over 1,000 Projects Completed



Website Design & Development



Website Maintenance



Digital Marketing Strategy



Search Engine Optimization

Third Party Validation: Awards



Wakefly Value Add: Our People

Wakefly is comprised of professionals with both agency and client backgrounds. The Wakefly team consists of savvy business people who bring creative, compelling approaches to the marketing discipline in order to solve critical business problems.



CLIENT TESTIMONIAL

“Wakefly has been an amazing partner for us. They were extremely responsive and helpful in suggesting ideas for the project.”

The Wakefly team’s experience includes:

- Designing and developing complex projects within a defined budget and timeframe
- Strong design/user experience credentials
- Command of the major content management systems
- Experience with both B2B and B2C companies
- Understanding the convergence of digital marketing and web design/development

Wakefly Process

Phased Approach



1

BOARDING & PLANNING

2

UI PLANNING & DESIGN

3

DEVELOPMENT

4

QUALITY ASSURANCE TESTING, UAT & KNOWLEDGE TRANSFER

5

LAUNCH AND POST LAUNCH SUPPORT



Wakefly Process: Boarding & Planning

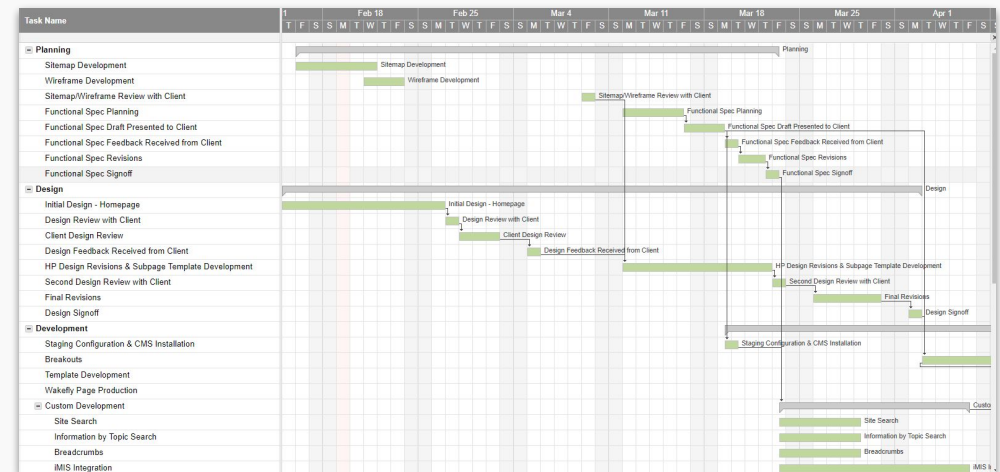
Goals and Deliverables

Goals

- Establish project plan/timeline
- Understand the audience and their website needs
- Define structure of the website and identify content caps
- Define and document functional needs and requirements

How We Achieve Success

- Introductory meeting
- Timeline
- Sitemap
- Proposed Content Plan
- Wireframes and Functional Specification



Wakefly Process: Boarding & Planning

Wireframes & User Flows

Marine Solutions > Commercial Maritime > Satellite Communications
Version 3 | 9/22/17
Flow A

**WIREFRAMES
WILL DEFINE**



Templates and
unique page layouts



Specific on-page
functionality



Content and
imagery needs

Wakefly Process: Design

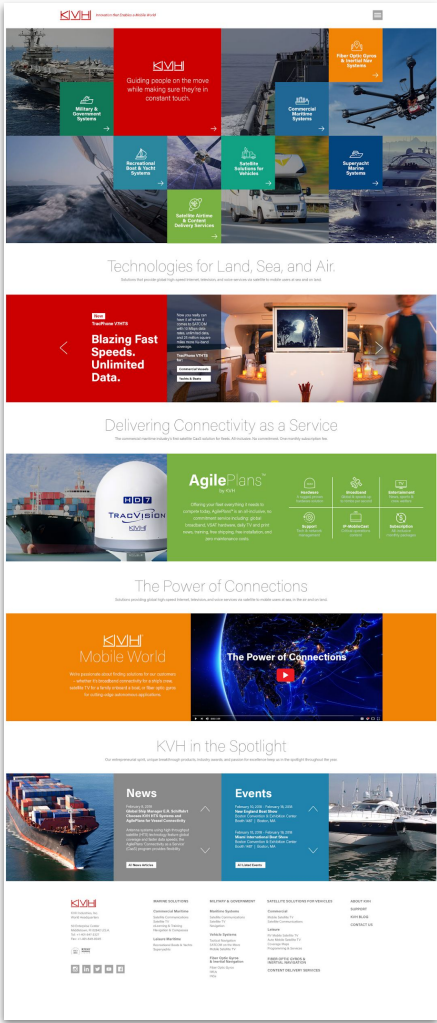
Goals & Deliverables

Goals

- Gather design inspiration and branding guidelines
- Understand brand “visual voice”
- Establish design direction
- Ensure design execution is suitable for mobile devices

How We Achieve Success

- Creative Strategy Questionnaire and strategy meeting
- Develop two distinct homepage concepts
- Apply chosen concept to defined set of page templates
- Develop layouts for each responsive breakpoint for unique page templates

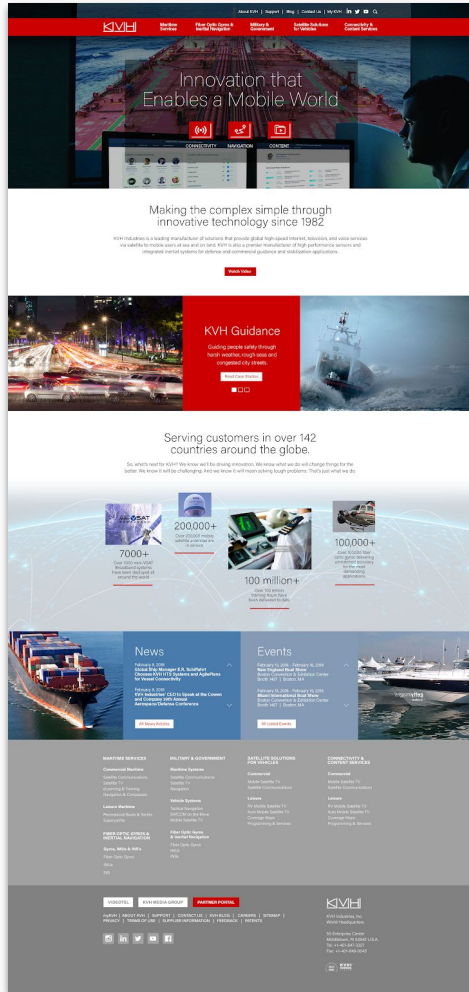


Example Homepage Concepts



Wakefly Process: Design

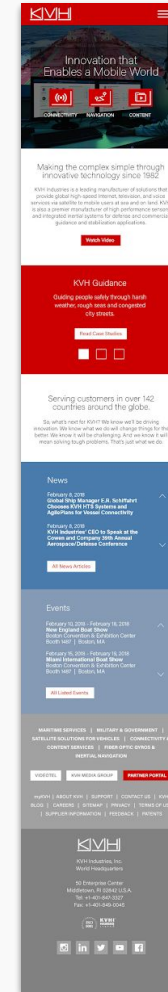
Example Responsive Design



1024



768



480



320

Wakefly Process: Development

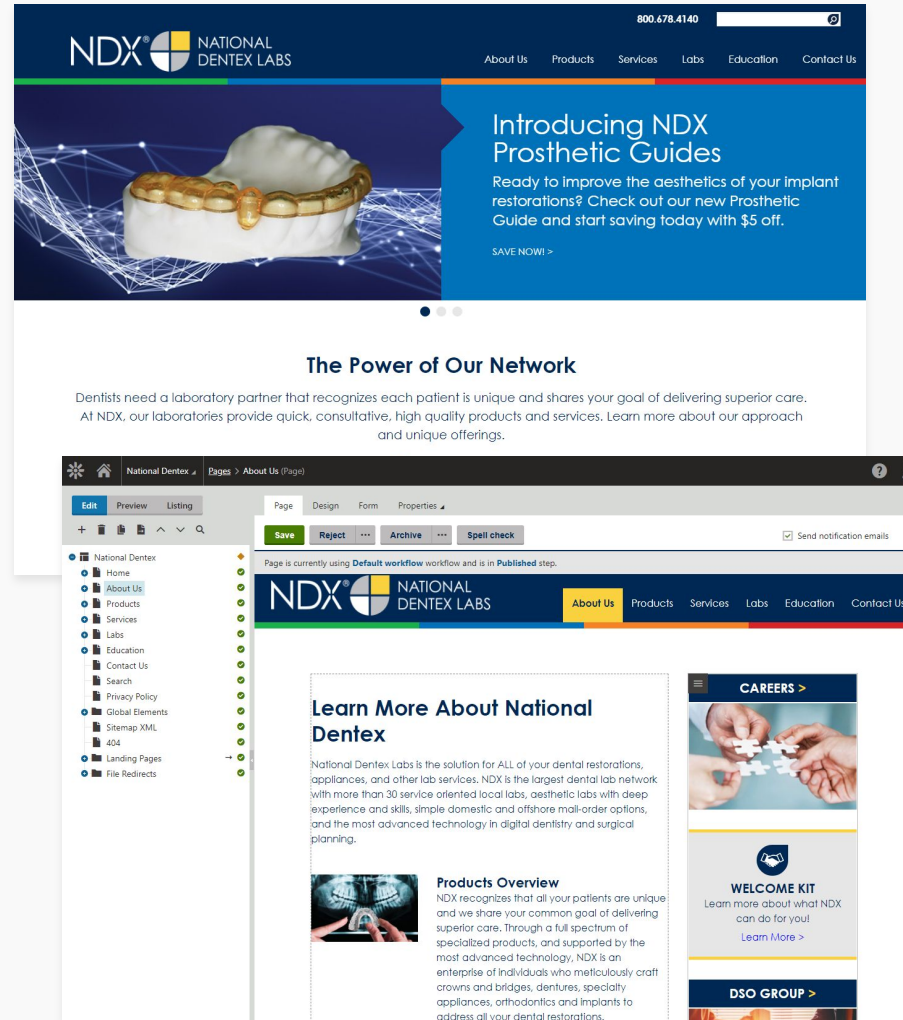
Goals and Deliverables

Goals

- Breakout designs into w3c.org complaint HTML/CSS files
- Optimize pages and resources for peak performance
- Integrate templates into CMS for ease of use by the content editor, enabling virtually complete control over the website
- Implement features and functionality that are easy to use by the website visitor and easy to maintain by the CMS user
- Build out all existing pages on the website

How We Achieve Success

- Utilize best-in-class front-end development technologies including Bootstrap, SCSS and Wakefly Component Framework
- Develop according to approved Functional Specification and Wireframes which define how things work for both a website visitor and the CMS user
- Regular status calls with client to ensure agreement on execution
- Page production according to sitemap



Process & Review: Quality Assurance Testing



Internal Developer Checks



Peer/Mentor Reviews



Internal QA Process



External QA Process



User Acceptance Testing



Knowledge Transfer & Training



Wakefly Process: User Acceptance Testing

Client Training and Review

Goals

- Provide the client with the necessary training and tools to manage the website post launch
- Enable the client to demonstrate website functionality to stakeholders
- Gain approval for launch

How We Achieve Success

- Knowledge transfer session
- Custom Content Entry Guide
- Client review/edit cycle using Wakefly ticketing system

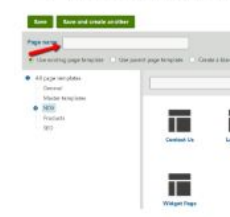
13. Repeat these steps for all of the different pieces of dynamic content

General Content Pages

Creating New Pages

Follow the below process for creating a new page:

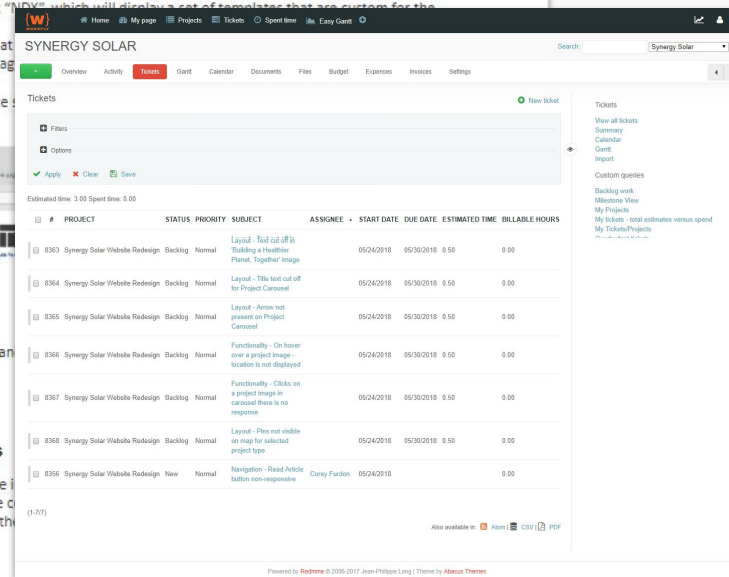
1. Locate the area of the site you would like to add the new page to in the content tree, and ensure that the desired parent page is selected in the content tree
2. Right click on the parent page and select "New" from the dropdown
3. Select "Page" from the list of options
4. In the next screen, Select "New website and dynamic content pages that you can use for the NDX website"
 - a. Depending on what general content page template
 - b. With the desired template:



6) The new page is now created and ready for editing

Editing Content On Pages

Most of the pages on the website are created using the CMS user to format and style content. This allows for ultimate flexibility for the client to make specific formatting.



#	PROJECT	STATUS	PRIORITY	SUBJECT	ASSIGNEE	START DATE	DUPLICATE	ESTIMATED TIME	BILLABLE HOURS
8363	Synergy Solar Website Redesign	Backlog	Normal	Layout - Test cut off in Building a Healthier Planet, Together! image		05/24/2018	05/30/2018	0.50	0.00
8364	Synergy Solar Website Redesign	Backlog	Normal	Layout - This text cut off by Project Carousel		05/24/2018	05/30/2018	0.50	0.00
8365	Synergy Solar Website Redesign	Backlog	Normal	Layout - Arrow not present on Project Carousel		05/24/2018	05/30/2018	0.50	0.00
8366	Synergy Solar Website Redesign	Backlog	Normal	Functionality - On hover over a project image location is not displayed		05/24/2018	05/30/2018	0.50	0.00
8367	Synergy Solar Website Redesign	Backlog	Normal	Functionality - Clicks on a project image in carousel there is no response		05/24/2018	05/30/2018	0.50	0.00
8368	Synergy Solar Website Redesign	Backlog	Normal	Layout - Pins not visible on map for selected project type		05/24/2018	05/30/2018	0.50	0.00
8369	Synergy Solar Website Redesign	New	Normal	Navigation - Road Article button non-responsive	Corey Fardon	05/24/2018			0.00

Also available in: [Admin](#) [CSV](#) [PDF](#)

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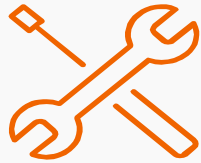
WAKEFLY WAKEFLY, INC., 285 BOSTON POST ROAD WEST, SUITE 140, MARLBOROUGH, MA 01762
PHONE: 603.616.2042 • CLICK: WWW.WAKEFLY.COM PAGE NO. 18

Wakefly Process: Launch

Deployment



Launch Assistance



Post Go-live Support

Thank You

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