



We customize every project, but the basic framework is always the same. We:

- 01 Listen**  
 We begin our design projects with our most important skill-attentive, focused listening. We meet with you to understand your needs and your client needs before we begin anything.
- 02 Plan**  
 Once we've estimated the project and you've accepted our proposal, we draw up plans to customize your online solution. At each stage of planning we show you what we're thinking and get your feedback. We believe in making sure you're on board every step of the way (rather than hiding behind jargon or behind closed doors) because when we start the creative and technology phases, a clearly defined plan is the best path to engaging and impressing your customers.
- 03 Architect**  
 Before we build anything, we create a conceptual blueprint. This phase turns your ideas into a workable structure, navigation, and content organization that ensures your message won't get lost online. Ease of use, logical navigation, and clear usability are the secret to making customers sit, stay, and surf.
- 04 Design**  
 Now we unleash the brilliance, creativity, and artistry of Brown Dog's designers. The results are arresting (and award winning). Whether intricate animation or clean and simple pages will best harmonize with your brand, we create a look that has visual bite.
- 05 Build**  
 We cut through the jargon, even during our technical phase, to make sure your site works for you, makes sense with the message you want to send, and looks consistent with the image you want to project. In short, we program the technology to work for you.
- 06 Test**  
 Web design that works for your customers has to include web design that works. Period. We test from Macs and PCs, with different modems and Web connections, using a variety of browsers.
- 07 Maintain**  
 Remember, Brown Dog is a loyal partner, there for you rain or shine. So when you want to make changes or reach customers you haven't, just whistle.

