

## Development Phases of a Multimedia Web Site

### Phase 1: Planning the Web Site

- Develop the design strategy
- State the purpose
- Identify the target audience
- Develop the specifications
- Create the wireframe and storyboards
- Determine the organizational structure
- Design the navigational structure and user interface
- Register the domain name
- Obtain a web host
- Prepare to register with search engine

### Phase 2: Develop the Web Site

- Develop the structure behind the site
- Create multimedia elements: text, graphics, animation, sound, video
- Add the content
- Write additional scripts

### Phase 3: Implement the Web Site

- Post the web site
- Test the web site
- Make adjustments
- Retest
- Register the web site with search engines