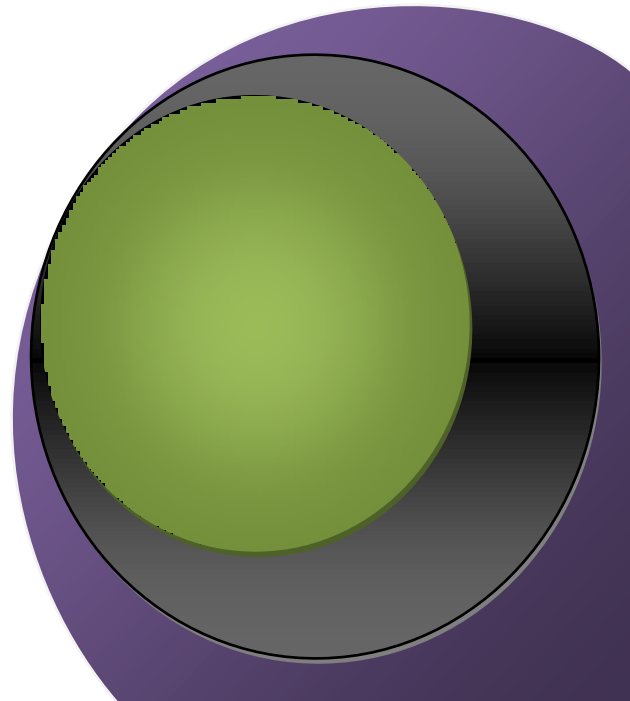


4CONSULTING, INC

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Web Based Solutions

4Ci develops custom web-based solutions that automate processes and unify business resources. This enables your business to handle more volume, and use information and resources more effectively. We thrive on building highly scalable, transactional and secure web applications that exceed the business requirement of our clients.

4Ci provides following Web Based Solutions

Application Design & Information Architecture

Specific problems are not solved by off the shelf solutions. Whether we're designing a reporting suite, an Intranet, or a custom business management system our solutions will create a tailored user experience designed around your company's business objectives. By understanding your company's immediate, mid-term, and long-term strategy we design scalable, relevant solutions that meet the specific needs of your company.

Custom Application Development

Our development team has seen it all. We have been asked to do the impossible and delivered. Leverage our knowledge and experience on matters of scalability, security, and virtually every Internet technology you could need. Our experience and commitment to quality ensure your application will be delivered and deployed on time and on budget.

Website Design & Development

Customers have their own ideas, preferences on how they want their corporate information to be displayed on their website.

Some customers want look & feel.
Some customers want performance and backend productivity and some customers want it ALL!

We at 4Ci have the ability to do it all. Activities performed by us include Project Scoping, Project Management, System Analysis & Design, Coding, Testing, Implementation, and On Going Support.

Our experience of Website Development includes the following:

Design strategy / branding.

Layout and template design.

Web graphics.

Image processing for web compatibility.

Animation for Product and Architectural visualization and optimization for web.

Contact Forms.

HTML pages.

Flash pages and Flash animation.

(SEO) Search Engine optimization and Registrations.

Content Development.

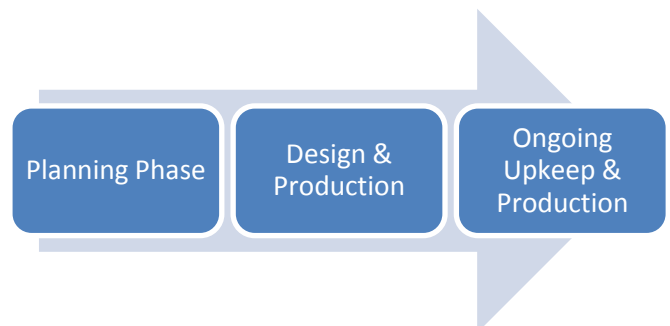
Database driven sites and Database integration.

Online PPC advertisement campaign management.

Site Monetization & Publishing Campaigns.

Hosting & Domain Registration.

Overview of Development Process



Planning Phase

Steps involved in Planning Phase are as follows:

Review client needs and start project

Analyze initially available content and all resources, discuss budget, draft list of deliverables, set out the terms of service of the planning phase, sign agreement.

Define the essential goals of the project.

Identify specific target audience. What active role will successful website fulfill in the organization on a weekly/monthly/yearly basis? These need priority. Define the essentials and the luxuries. Exploit the medium and at the sometime mark its limits.

Develop strategies to meet goals.

Identify technical specifications and content to support goals. Plans need to be made for website updates and growth. To what extent does the website content change? Some content might change on a weekly basis, others monthly or seasonally. Plans and expectations for site updates need to be reasonably considered. Strategies for site growth are very important, because they will affect site navigation choices.

Define site performance parameters.

- Which platforms and browsers is the site optimized for?
- What screen resolution is the site optimized for and does it stretch to fill the browser window?
- Are any sections of the site password protected? Is there Anonymous FTP access?

- What are the most important content elements?
- What content elements are grouped together?
- Is there content that should be available from each page? (Ex. announcement or news.)
- If there is dynamically generated content (e.g. web cams, database search results) what are the specifications for this and who is responsible for supporting the feature?
- How are Cascading Style Sheets (CSS) used?
- What is the level of commitment to W3C recommendations?
- Is there sound or video on the site?
- What sections of the site are expected to grow and how will this affect navigation?
- What parts of the site will be updated frequently?
- Who will do the updates to the website after it is complete?

Sign off on goals, strategies, and performance parameters.

Determine and register a domain name.

Engage the services of a website host.

Website goals and strategies will inform the choice of a website host. Examples of issues include disk space (file storage space), quality of customer service, and back end technical features, for example the ability to securely host a shopping cart database.

Put up a one page mini website.

A simple splash page that is nevertheless fully functional and includes basic company information, a contact form, and



visitor statistics. It provides immediate gratification and builds energy and momentum in the project.

Set up email addresses at the newly registered domain address

Initial Gather, Edit, & Organize.
Content is by far the most challenging aspect of any type of website development. The main purpose of addressing this central website element in the planning phase is to estimate the number of levels of hierarchy that the content will have, since this will have direct impact on the complexity of the navigation system needed. The secondary purpose is to create a plan for developing content for the website.

Establish scope of work and deliverables lists of the next phase for both the website developer and the client side.

Review budget for the next phase of the project, based on revised scope of work.

Review completion of Planning Agreement deliverables.

Design & Production Phase

Review and sign contract and transfer deposit.

Based on site goals, develop a look and feel.
Careful planning means that graphic design proceeds smoothly because expectations are known. Look and feel designs are developed at the same time as site navigation.

Design logo and/or create identity art

Custom or stock photography, digital art, freehand illustration, etc.

Determine color palettes.

Design presentation of text content

Decide on fonts and presentation of titles, sub headings, paragraphs, and captions.

Design presentation of graphic content

Decide how photographs, diagrams, charts and icons will be treated.

Determine how enlarged images will be made available,(ex. with pop-up windows)

Determine use and treatment of dynamic content

Flash, video; live feed content (ex. from web cams).

Determine how password protected sections are accessed in terms of look and feel.

Develop the website architecture, based on project goals and content development strategies.

Especially important is the current and future number of levels of content.

Sign off on look and feel and site architecture.

Develop the navigation system and page layout templates (graphic design) based on website architecture and look and feel specifications.



Determine the presentation of links in every typological instance
Text (headings, paragraph, and caption), images, primary and secondary navigation

Layout page master elements (repeating on every page): page header, footer, and primary navigation

Layout page type templates (minimally home page and secondary page)

Design whole navigation system to relevant level of depth.

Create storyboards
Storyboards ultimately make sense of the whole website presentation and accurately demonstrate the scale of content, use of still and motion graphics, precise navigation, and the layout of each and every distinct page type. Storyboards are also utilized throughout the whole of the production process for final approvals of specific page layouts. There are no surprises when the site is launched.

Final design changes submitted by client.

Sign off on storyboards.

Production stage
Codify design elements. Once the storyboards are approved, the production steps move fairly quickly. Templates are generated for all the different page types. Once the content is ready, the templates are copied and populated and any minor page specific adjustments are made to the layout and code. The use of templates, style sheets, and

repeating code greatly speeds the production process and also enables global changes later on. Style sheets, for example, are similar to styles in Microsoft Word. They control all the different ways that specific site elements are laid out, for example text size and color, image alignment, and navigation behavior.

Codify page type template layouts

Codify style sheets for website

Finalize and optimize graphic elements (ex. logos)

Review skeletal website against goals.

Test performance of website page layouts and CSS styles in browsers and platforms (performance parameter adherence).

Sign off on skeletal website.

Final push on content activity
Final development, final submission and final changes to content documents, plans made for including omissions that might not be caught proofreading.

Make final changes to content organizing documents.
Content editing must happen before it goes into HTML.

Sign off on content.

Populate website with content.

Proofread website content for typos.

Test all website links.



Sign off on substantial completion

Beta launch

Period of review and submission of absolutely final changes.

The site is live on the web and in its final location. It may still be protected by a password. Final revisions may include minor content adjustments such as fixing spelling mistakes, code glitches such as broken links, or graphic adjustments such as re-optimizing motion graphics.

Alpha launch

Final Launch & site is live. It is then submitted to search engines for indexing.

Ongoing Upkeep and Support Services

Small changes such as updates to content elements that become outdated overtime, putting up announcements and seasonal greetings or adding new content to existing pages (such as new staff) is as simple as sending an email.

Changes on a larger scale, such as adding altogether new pages or sections are met with expert support by a familiar source.

Requests are fulfilled within several days or less, often within several hours.

