Great websites make a strong visual impact and offer a fantastic experience with creative flair. But far more is happening behind the scenes. Follow our Periodic Table of Web Design to understand the process from start to launch and beyond.

### PERIODIC TABLE OF WEB DESIGN PROCESS

#### BRIEF
- **PrD**: PROJECT DEFINITION
- **TA**: TARGET AUDIENCE
- **Go**: GOALS
- **TS**: TECHNICAL SPECS
- **CI**: CONTENT INVENTORY
- **Re**: RESOURCES
- **PrT**: PROJECT TIMELINE
- **PrB**: PROJECT BUDGET

#### PLANNING
- **RC**: RESEARCH & CONCEPTS
- **Br**: BRAINSTORMING
- **IA**: INFORMATION ARCHITECTURE
- **PL**: PAGE LAYOUT
- **Us**: USABILITY
- **WM**: WIREFRAME & MOCKUPS

#### DESIGN
- **CS**: COLOR SCHEME
- **Lo**: LOGO
- **Ar**: ARTWORK
- **VE**: VISUAL ELEMENTS
- **Ty**: TYPOGRAPHY
- **RM**: RICH MEDIA
- **UX**: USER EXPERIENCE
- **CdC**: CROSS-DEVICE COMPATIBILITY
- **PT**: PROTOTYPE TEMPLATES

#### DEVELOPMENT
- **AWS**: ACCESSIBILITY & WEB STANDARDS
- **Fr**: FRAMEWORK
- **Db**: DATABASE
- **Fu**: FUNCTIONALITY
- **Co**: CONTENT
- **SP**: SITE PERFORMANCE
- **Se**: SECURITY
- **Mk**: MARKUP

#### LAUNCH
- **Te**: TESTING
- **LS**: LIVE SERVER
- **QA**: QUALITY ASSURANCE
- **WA**: WEB ANALYTICS
- **DI**: DELIVERABLES
- **TD**: TRAINING & DOCUMENTATION

#### MAINTENANCE
- **ST**: SUPPORT & TROUBLESHOOTING
- **AB**: A/B TESTING
- **Du**: DESIGN UPDATES
- **Fu**: FUNCTIONALITY UPDATES
- **Cu**: CONTENT UPDATES

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**SOURCES:**
- [http://www.utexas.edu/learn/designprocess/](http://www.utexas.edu/learn/designprocess/)
- [http://www.newdesigngroup.ca/blog/web-design-process-infographic/](http://www.newdesigngroup.ca/blog/web-design-process-infographic/)

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