



SERVICES COMPARISON

Website Design Template vs Bespoke

Overview

In this document, we will go through the process of creating a website, and explain the differences between template option and bespoke option. We will also explain the pros and cons of each option and when to use which option.

The Website Process

There are many ways to design a website, the below process is one of the industry's standard approaches:

1. Goal Identification

There are many ways to design a website, the below process is one of the industry's standard approaches:

- a. Who is this site for?
- b. What do they want to achieve on the site?
- c. What do we (stakeholders) want to achieve with the site?

We can do several analyses within this stage including:

- a. Audience personas
- b. Competitor analyses
- c. Brand attributes

2. Scope Definition

We want to avoid scope creep (which will incur unexpected time and cost). For a bespoke project, we need to clearly define the scope down to the exact details to avoid any misunderstanding regarding the scope. For a template project, it's easier to control the scope since the changes will be limited.

3. Sitemap & Userflow

- a. **Sitemap:** gives a clear idea of the website's architecture and explains the relationships between different pages and content elements.
- b. **Userflow:** provides a step-by-step breakdown of what the customer will see and do in order to purchase, log in, sign up, etc. Helping your design team visualize how users will move through the product ensures everyone is on the same page.

4. Visual Design Guide

The next step is to find design inspiration and build and mockup (wireframe) of the site:

- a. **Stylescape:** include fonts, colors and images that are artfully and intentionally arranged. Stylescape is a great design tool to learn visual preference of the stakeholders.
- b. **Wireframe:** a wireframe is a two-dimensional skeletal outline of a webpage. It acts as a guide for how the site will ultimately look and how content elements will be arranged on specific pages.

5. Content Creation

It's strongly recommended to have the vital content available at this stage. We can put them into the wireframe (and later the design) to see how well the content work with the flow and wireframe we have.

6. UI Design

With the site's stylescape, content and wireframe in place, we can start working on the visual design. We will create one or several design options and work on the feedback received from the stakeholders to come to a final design.

7. Development

Developers will convert the approved design to code that browsers (Firefox, Chrome, Safari, etc.) can understand to display the website. Effects and interactions will also be implemented at this stage.

8. Testing

Depending on the scope, and the budget of the project, we can test several things:

- a. Website's design and functions on various devices
- b. Users' experience browsing the website
- c. Automatic tests to detect hidden issues

9. Launch

Deploy the website to a datacenter, point the domain to the new site, train the users on using the site.

Quick Comparison

Below you will find a comprehensive comparison table between a Template Website and Bespoke Website:

	Template Website	Bespoke Website
Goal Identification	Yes (*) We will not do any analysis or research. We have already done these analyses for each industry and have applied the best practices to the templates for that specific industry.	Yes Stakeholders should commit time and effort to work with us during this discovery stage.
Scope Definition	Yes (*) We have strict limitation on things that can be changed to templates. Font, color, and images can be easily changed but content's arrangement can be restricted to what we already have.	Yes

	Template Website	Bespoke Website
Sitemap & Userflow	No	Yes
Visual Design Guide	No	Yes
Content Creation	Customers must adapt the content to the template(s).	We adapt the design to the customer's content.
UI Design	No	Yes
Development	No (*) Each template is already developed.	Yes
Testing	No (*) Each template is already tested, no further testing will be done.	Yes
Launch	Yes	Yes
Commitment	Low – Risk Free You see the template before entering the contract.	High You see our previous works, but we cannot show anything else before entering the contract. You will also have to commit more time and effort during the project. Note: It's possible to split steps 1-3 (Goal Identification - Scope Definition – Sitemap & Userflow) into a separate project. This way you can have us deliver the complete research and implementation plan before committing to the full project.

	Template Website	Bespoke Website
Cost	Low	High
Time	Short (1-2 weeks)	Long (1-2 months or more)
Who	Small businesses, individuals	Brand focus businesses, businesses that need out-of-the box solutions.
When	<p>You need something quick, affordable, and you like the template designs we show you.</p> <p>Note: It's possible to go with template and request customization on certain elements, features, pages. We can customize the quote for you accordingly.</p>	<p>You have time, large budget, and you want to really stand out or our template solution cannot solve your problem.</p>