4) Design phase

Once the pilot study has been approved by the client, the design phase can start.

The following routine explains how this is done (note that project methodology or client requirements can change the routine):

Stage 1:

1) **Designer** defines visual style for the project (e.g by designing homepage).

2) **Project Manager (PM)** ensure that continuous reconciliations are held with developers in order for developers to give feedback on the design proposal before it's shown to the client.

3) Once the first draft of the design is done, the **designer** notify Design Tech Leader through Figma.

4) **Design Tech Leader** reviews design production before a meeting with the client is arranged.

Stage 2:

1) **PM** books a client meeting where the designer shows design and explain design decisions.

2) **Designer** collects any feedback from the client.

3) **Designer** and **developer (DEV)** within the project team cooperate regarding client's feedback, and the possibilities of implementing the changes without any differences compared to the set budget. **PM** has the overall responsibility for budget.

4) **PM** needs a written approval from the client regarding the proposed visual style, before the work can proceed.

Stage 3:

1) **Designer** continues to work with the design of other pages/functions/blocks.

2) **PM** ensures that the client can provide feedback and approve design on an ongoing basis.

3) **Designer** and **developer (DEV)** continuously discuss the client's design and functionality requirement and the possibilities of implementing them within the set budget. **PM** has the overall responsibility for budget.

4) Once the next draft of the design is done, the **designer** notify Design Tech Leader through Figma.

5) **Design Tech Leader** reviews design production before showing it to the client for final approval.

6) **PM** ensures the client submits final approval of design in writing, and saves the documentation accordingly.

7) **PM** ensures that the development that is to be done based on approved design, falls within the development budget.

Handover to Development:

The **designer** ensures:

- **design specification** (text document for important info about cookies, links to design, any third-part solutions etc)
- **guidelines** (visual compilation of different design elements such as colours, buttons, font sizes etc)
- **Mega Template** (a compilation of the different blocks to be used on the site)

...using the above linked templates. This documentation must be approved by **Design Tech Leader** before handover to Development.

Note that above mentioned documentation shall be produced within the hours budgeted for design in the project.