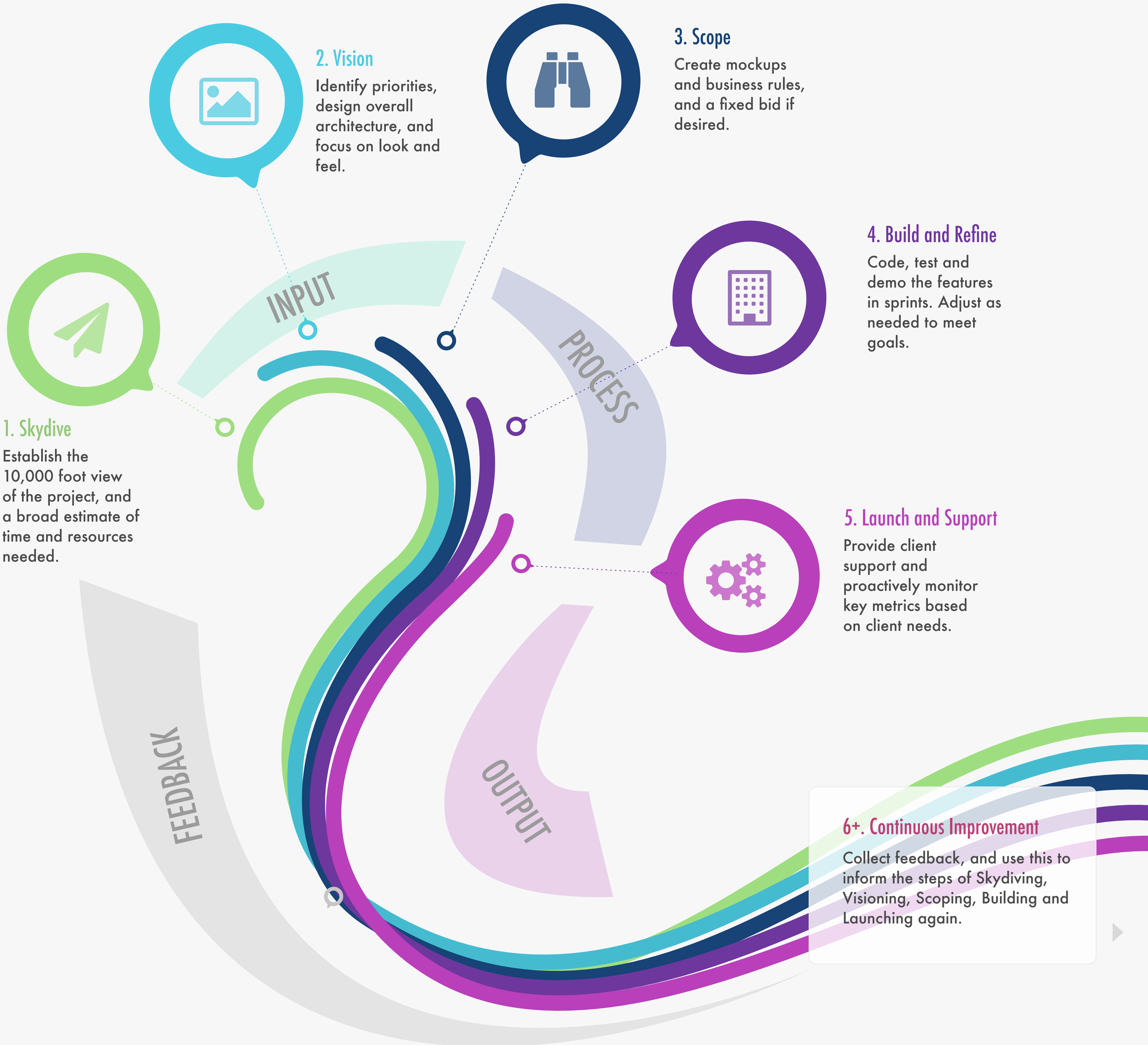
The E.T. Process

How we take our clients from an idea to a smashing success.



1. Skydive

Establish the 10,000 foot view of the project, and a broad estimate of time and resources needed.

2. Vision

Identify priorities, design overall architecture, and focus on look and feel.

3. Scope

Create mockups and business rules, and a fixed bid if desired.

4. Build and Refine

Code, test and demo the features in sprints. Adjust as needed to meet goals.

5. Launch and Support

Provide client support and proactively monitor key metrics based on client needs.

6+. Continuous Improvement

Collect feedback, and use this to inform the steps of Skydiving, Visioning, Scoping, Building and Launching again.

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