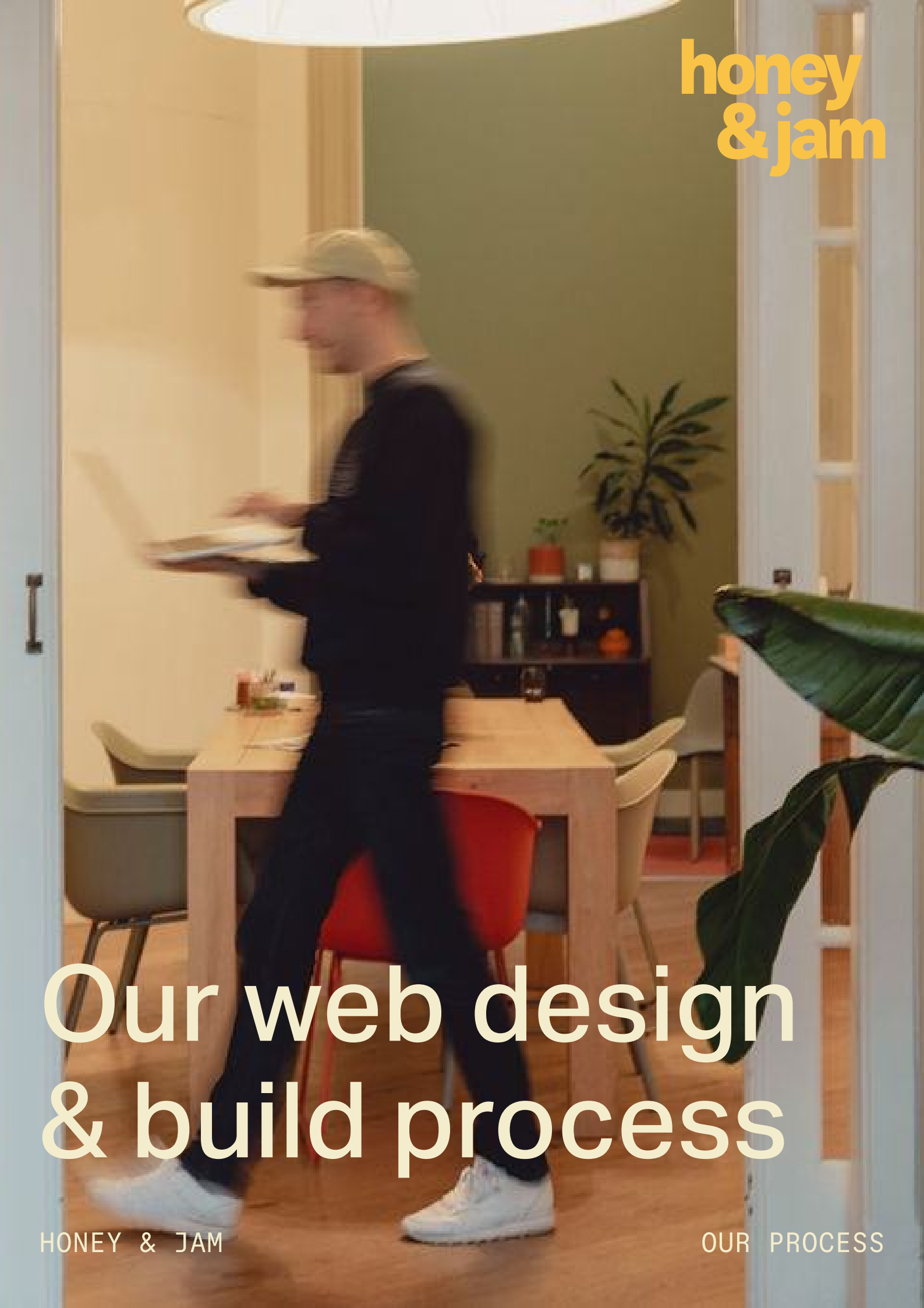




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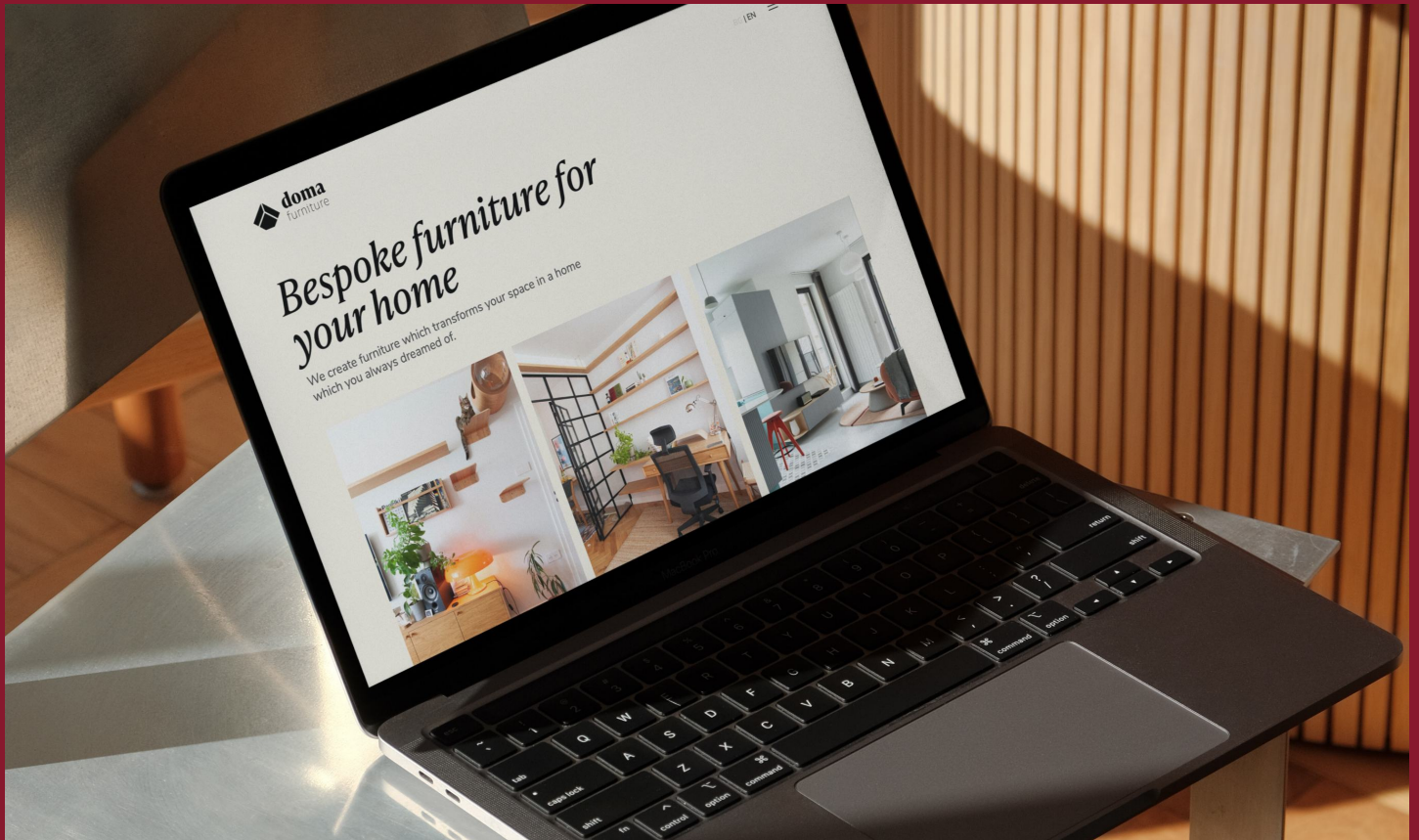
Our web design & build process

HONEY & JAM

OUR PROCESS

STEP 1

Discovery



At the start of every great website is a detailed discovery exercise. This helps us get to know you business, your audience, your competitors, the problems with the existing site and ambitions for the next. These learnings will provide crucial direction for the project.

OUTPUT: DISCOVERY QUESTIONNAIRE

STEP 2

Strategy

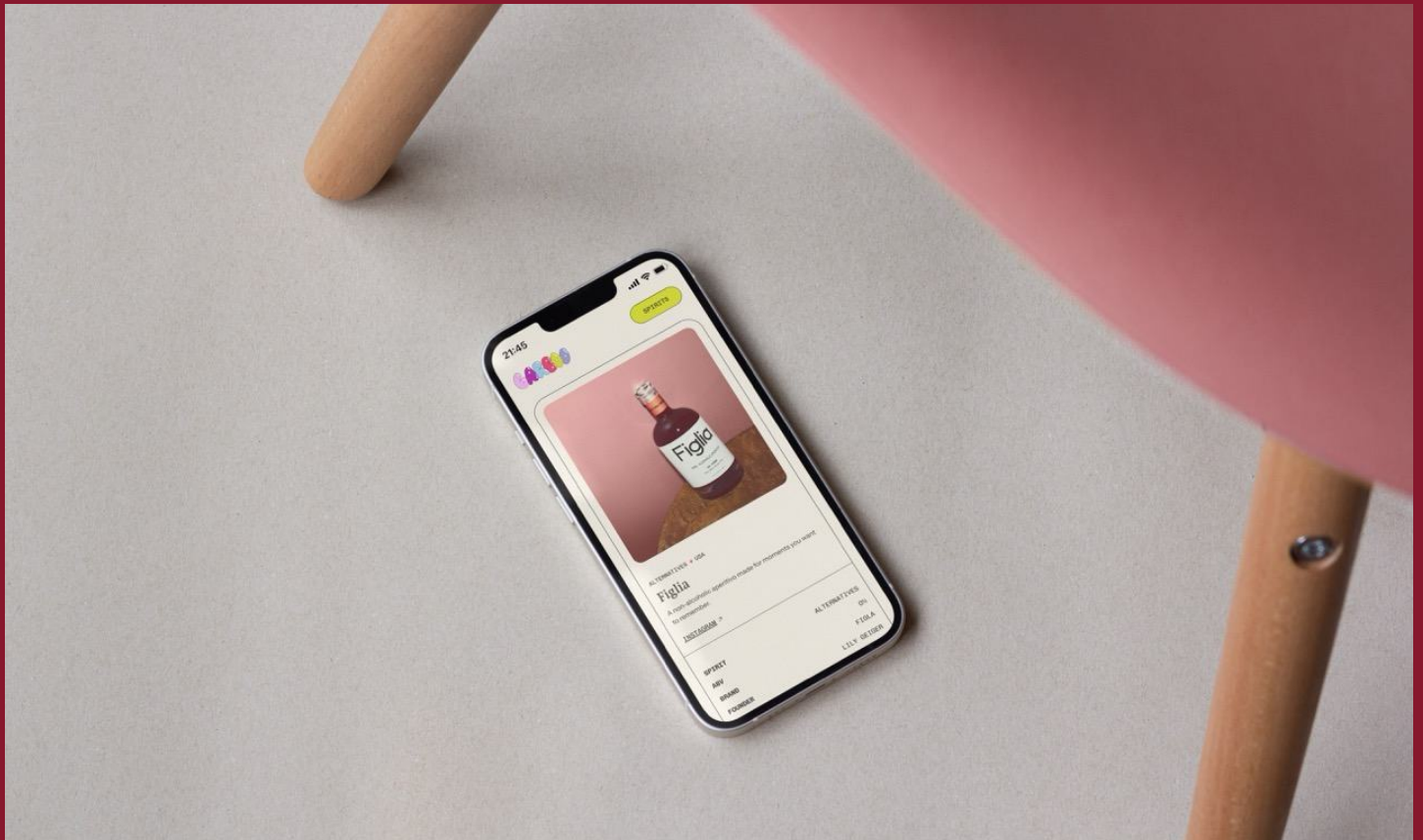


This is where we put all the knowledge we've collected in the discovery phase into a detailed plan. We'll think through your site's user experience and conversion paths to create a sitemap and page wireframes. We'll also create a moodboard based on your brand and questionnaire answers to align on the design direction.

OUTPUT: SITEMAP | MOODBOARD | WIREFRAMES

STEP 3

Design

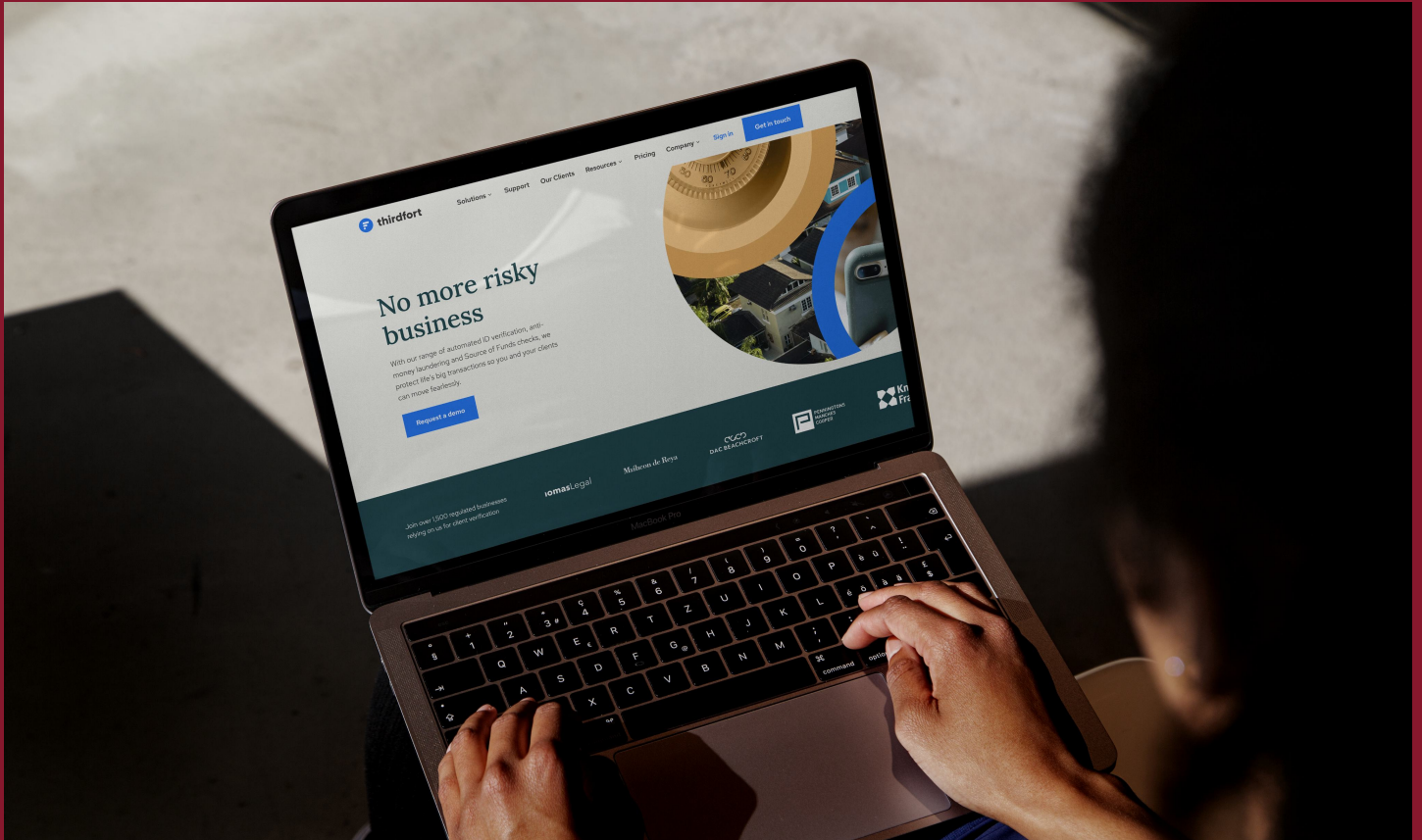


Then we start bringing your site to life. We'll turn the wireframes into full web designs, applying your brand and personality, creating wow moments through interaction and animation and ensure your website stands out from your competitors.

OUTPUT: WEB DESIGNS

STEP 4

Development

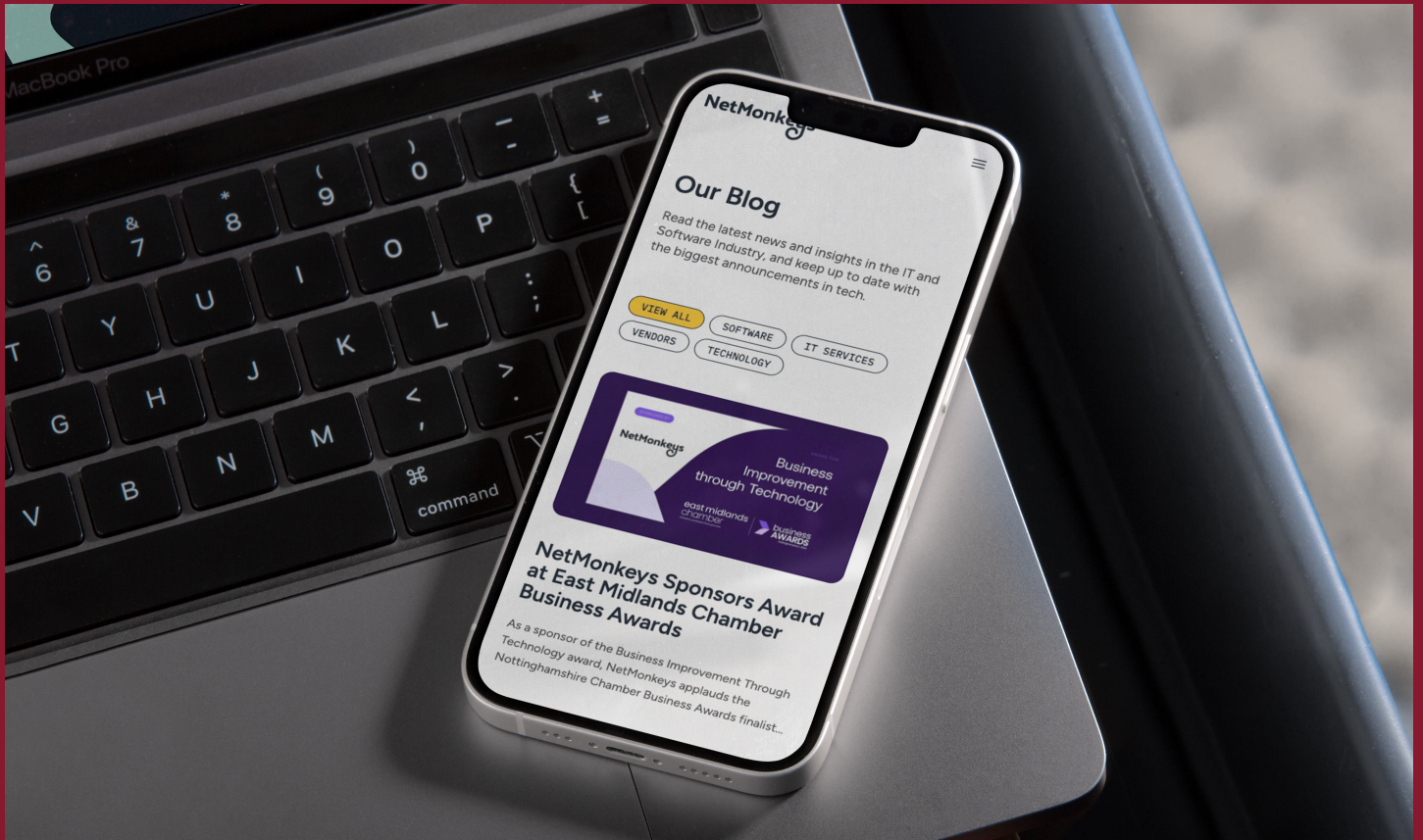


Once your designs are signed off, we'll move on to the code. We build sites using the latest technologies and user-friendly content management platforms to make sure they're future-proof, responsive and flexible. At this stage, your analytics, CRM, support and other tools are integrated into your site.

OUTPUT: STAGING SITE

STEP 5

Migration & QA



With a view of how the website will look, we can dive into migrating your content to the new site including your core pages, blogs and resources. We'll also use this time to squash any bugs and make any final improvements before the site is ready to go-live

OUTPUT: POPULATED CMS | GO-LIVE READY SITE

STEP 6

Launch



Finally the strategy, design, development and content have all come together and your site is ready for the world. You'll have full access to your content management system to easily update content, and analytics tools to track your site's performance. Plus we're always here to help if you ever need support post-launch.

OUTPUT: THE KEYS TO YOUR SHINY NEW SITE

HONEY & JAM

OUR PROCESS

Looking to refresh your website in 2026?

Honey & Jam is a web design and development studio. We build fast, scalable and accessible websites backed by headless CMS systems for easy content management. Our approach to design is user-friendly, clean and packed with personality.

Have a project in mind? Get in touch!