

This document will serve as a guideline for you. It provides an overview of the type of information you will need to enter into the Design Center Wizard in order to complete your design project, and what to expect during each step of the process.

Within the Design Center Wizard, you will be asked a series of questions that will help us determine how to proceed with your site's design. Please fill in as much information as you can to help ensure that our designers create a Web site that matches your vision.



First, let's review the design process flow, so you'll know what to expect:

**Step 1: Design Center Welcome Call** - Each Design Center client will receive a Welcome Call within 2 business days of their purchase. During this call, a Design Center Project Manager will:

- \* Confirm purchase with the client.
- \* Set expectations with the client for what their package includes.
- \* Get client started on the Design Center Wizard or schedule an appointment for when they will be able to go through the wizard.

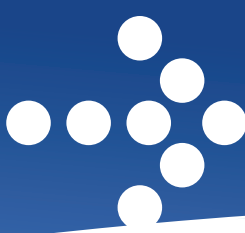
**Step 2: Completion of Design Center Wizard** - The client visits the Design Center within Web Site Administration and submits design requirements via the Design Center Wizard. A Design Center Project Manager will confirm that the client has completed the Design Center Wizard and then contact the client for a consultation. During this consultation:

- \* Project Manager will go over the package purchased and explain the information we will need to complete the package.
- \* Project Manager will request the client to download, sign and fax in the Design Agreement(s).

**Note:** We cannot begin the design package until we receive the signed Design Agreement(s) and the client has completed the Design Center Wizard with all of their design requirements.

**Step 3: Conceptual Design Phase** - Depending on the amount of direction provided, our designers will submit (via email notification) one or more conceptual design images for your approval. The conceptual design is meant to show you what your home page will look like, from an overall structure standpoint.

The rest of the Web site's pages will follow the same structural format, but will contain the specific content you provide through the Design Center Wizard built in during the Final Design Phase. When reviewing the conceptual design, please keep in mind that it is just a static image. The full working design with all of your available content will be presented once we have the layout integrated into our editing software.



**Step 4: Client Approves or Rejects Conceptual Design** - The client visits the Design Center in their Web Site Administration and either approves or rejects the conceptual design. Our designers are unable to make revisions until the design is either approved or rejected.

- a. To approve the conceptual design, the client must select the design they are approving and click Approve to move on to the .Final Design Phase.
- b. If the client rejects the conceptual design, the process goes back to Step 3.

Note: Two revisions are permitted in this part of process.

**Step 5: Final Design Phase** - The conceptual design is integrated into the Web site and submitted to the client (via email notification) for approval. The client visits the Design Center in their Web Site Admin and either approves or rejects the final design. Our designers are unable to make revisions until the final design is either approved or rejected.

- a. To approve the final design, the client must click Approve. Please note that the client's actual site will not be updated with the new look until the Project Manager copies the files from the clone site over to the actual site. If the final design is approved after normal business hours, the changes will not take place until the following business day.
- b. If the client rejects the final design, the process goes back to beginning of Step 5.

**Note 1:** Two revisions are permitted in this part of process.

**Note 2:** All work on the final design is done on a cloned version of the actual Web site, so the actual site remains "open for business" during the Final Design Phase.

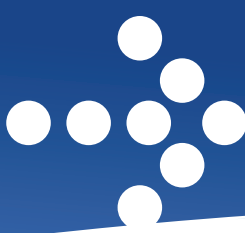


**Ongoing Contact** - During the following phases, constant contact with the client will take place with different personnel to ensure the resources we have available are maximized for efficiency. Assume that on all live contacts with the client we will adhere to the following schedule, unless the client requests to discontinue phone contact.

\* **Pre-wizard & Design Center Wizard Phase Contact** - In addition to the automated emails that are sent at consistent intervals, a Project Manager will contact the client a minimum of once per week to try to move the project forward.

\* **Conceptual Design Phase Contact** - In addition to the automated emails that are sent at consistent intervals, a Project Manager will contact the client a minimum of once per week to try to move the project forward.

\* **Final Design Phase Contact** - In addition to the automated emails that are sent at consistent intervals, a Project Manager will contact the client a minimum of once per week to try to move the project forward.



**Deliverables** - Deliverables within the following phases will adhere to the following schedule. This will hold true for most projects and most phases, but there will certainly be extenuating circumstances that must allow for flexibility:

\* **Conceptual Design Phase Deliverables** - In this phase expect a conceptual design to be delivered to client in 7-10 business days. This is not from the time the client submits the wizard but from when the Project Manager confirms the contents of the submitted wizard are thorough enough to proceed and we have received a completed agreement.

\* **Conceptual Design Revision Deliverables** - In this phase expect a conceptual design revision to be delivered to the client in 3-5 business days. This is not from the time the client submits the revisions but from when the Project Manager confirms the contents of the submitted revisions are thorough enough to proceed.

\* **Final Design Phase Deliverables** - These deliverables will fluctuate based on type of package, complexity of the integration and how much content the client has provided. This isn't a guaranteed time from start to finish but a time frame for the overall design to be integrated and the content the client has supplied to date inserted into the design. More often than not, we do not have complete client content before we start this process. So the estimates do not take into account the time it may take the client to pull their content together. Final Design Phase Deliverables should follow this schedule:

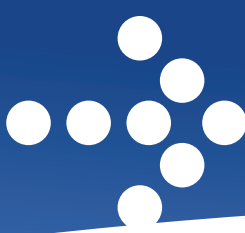
- \* Custom Layout Design Package: 10 business days
- \* Classic Design Package: 15 business days
- \* Professional Design Package: 30 business days
- \* Professional Design Package with eCommerce: 30 business days

\* **Final Design Revision Deliverables** - These deliverables will fluctuate based on type of package, complexity of the integration and how much content the client has provided. They should follow this schedule:

- \* Custom Layout Design Package: 5 business days per round
- \* Classic Design Package: 5 business days per round
- \* Professional Design Package: 5 business days per round
- \* Professional Design Package with eCommerce: 5 business days per round

\* **A la Carte Item Deliverables** - These are not purchase to completion time frames, but assume that the Project Manager has received all of the necessary information to commence the work. Of course, if the client is slow to supply content or get back to us with their approval or rejection notes, this can drag out the process.

- \* Custom Logo Design: 10 business days
- \* Product Catalog Items: 2 business days (If all data is clean and well laid out, and images supplied do not require touch up)
- \* Product Catalog Items w/ Data Entry: 5 business days (10 business days if not in digital format)



To ensure that we can quickly complete a design to meet your needs, please review the following checklist before submitting your design requirements.

**Important Note: If you answer “No” to any of the following questions, please take the time to gather the data we will need to complete your project in a timely fashion. The more information you provide and the greater details, the sooner we will be able to complete your project. We recommend that you do not begin the process until you are certain you have all of the materials we will need. The Project Manager will go over this checklist with you at the time of the consultation.**



Do you have a General Appearance and Layout for your site in mind?

Yes - I have a plan for how I would like my site to look

No - I do not have a plan for how I would like my site to look

Is there a specific Color Scheme you would like your site to use?

Yes - I would like my site to use a specific Color scheme

No - I have not decided on a specific Color scheme

Do you have any Logo/Backgrounds/Fonts you would like to include on your site, ready to enter or upload?

Yes - I have specific Logo/Backgrounds/Fonts ready to enter/upload

No - I do not have specific Logo/Backgrounds/Fonts ready to enter/upload

Do you have guidelines on how your Header and Footer should look?

Yes - I have a few ideas for the look of my Header and Footer

No - I have not decided upon a look for my Header and Footer

Do you have a plan for how your site's Menu should look and function?

Yes - I would like my site's Menu to look and/or function a certain way

No - I have not decided on a specific look or behavior for my site's Menu

Do you have a plan for one or more specific Pages you would like included on your site?

Yes - I have a plan in mind for one or more specific Pages

No - I do not have a plan for any specific Pages

Do you have specific Text Content and Image you would like to include on your site, ready to enter or upload?

Yes - I have specific Text Content and Images ready to enter/upload

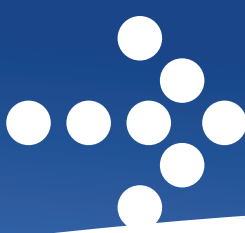
No - I do not have specific Text Content and Images ready to enter/upload

Do you have a list of Products to be included in your Catalog?

Yes - I have some specific products that I would like to be included in my Catalog

No - I do not have a list of products prepared for inclusion in my Catalog

DESIGN CENTER



After you have completed the Design Center Checklist and have everything ready for your design project, the next step is to submit your design requirements via the Design Center Wizard.

The Design Center Wizard will guide you through the process of providing requirements and preferences for your Web site's design. The Wizard is designed to make the process of customizing your Web site quick and simple.

If you need details about any of the Wizard's instructions, be sure review the "Question Mark Help" available next to each command. Take your time as you decide which layout, colors and information your Web site will feature. Your Web site is an online storefront, so make sure your selections fully represent your business and its mission.



### Design Center Wizard - Layout/Appearance

In this step you will be asked to select a Site Layout based on a variety of graphical choices, and then select your desired Site Appearance Options.

The main components that make up a Site Layout are the following: Header, Footer, Site Menu and Content Area. The Header appears at the top of the page, the Footer appears at the bottom of the page, the Site Menu section contains the links for the Web site, and the Content Area holds the important images and text that your visitors will see when they access your site. We will ask for specific details for these various sections throughout the Design Center Wizard.

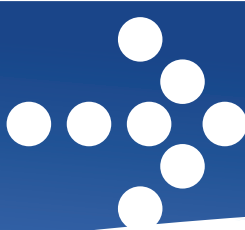
The Site Appearance Options will determine the colors, font and text size that comprise your Web site's overall appearance. You will be asked to specify the following options. Please note that within the Design Center Wizard, you can click the Question Mark to the right of each option to learn more details about it.

- Primary Font
- Body Text Font Size
- Background Color
- Primary Text Color
- Link Color
- Visited Link Color



### Design Center Wizard - Color Scheme

These colors will be used to create an overall "look" for your site. When selecting a color scheme, think about which colors best represent the atmosphere, tone and attitude of your business. If you'd like to enter notes about your selection, or you'd prefer to use a different color scheme that is not pictured in the Wizard, you can enter this information in the optional Color Scheme Notes area at the bottom of this step.



### Design Center Wizard - Custom Options

If you have existing Background Images, Logos and/or Fonts you want to use in your new design, you can upload these files in this step. If you have any special instructions for the Design Center designers, you can enter these guidelines in the Other Guidelines section within this step.



### Design Center Wizard - Custom Logo

If your package includes a Custom Logo, this step will collect the necessary information to create your Custom Logo.

To help the designers create a Logo that matches your business, you will be asked to enter guidelines and/or upload documents containing your preferences for a logo. Your logo is an icon that functions as a graphic representation of your business. If you are unsure about how you'd like your logo to look, you can simply describe the tone and atmosphere of your business, any fonts you commonly use at your company, and indicate if your business uses a specific color scheme. These details will help us create a logo that suits your company.



### Design Center Wizard - Header

This step will collect the necessary information to create your site's Header. The Header is the top section of each page, and it often includes material like your company's name and logo, contact information, and the motto or slogan of your business.



### Design Center Wizard - Footer

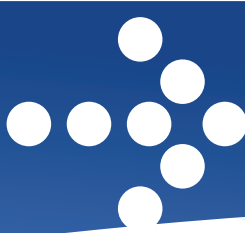
This step will collect the necessary information to create your site's Footer. The Footer is the bottom section of each page, and it often includes text links to other pages (duplicating the main navigation menu of your site), your company name, contact information (address, phone, fax, etc.), copyright information, and a disclaimer or terms of service link.



### Design Center Wizard - Site Menu

The Site Menu is the set of links that enable site visitors to navigate to each page of your Web site. This step asks you to assign a name for each page on your site, and indicate the order in which you would like each page to appear on your Site Menu.

You will also be asked to provide guidelines for the way you'd like your Site Menu to look, such as specifying whether you'd like a static menu or a drop-down menu. You can also upload any images you would like incorporated into your Site Menu.



### Design Center Wizard - Page Details

During this step you will be asked to provide details about the appearance and contents of each page of your Web site. For each page, the following information is requested:

- Guidelines about how you would like the page to look. Example guidelines include number of columns on the page, image location(s) on the page, and special page components like a map or feedback form.
- The specific text content you want to appear on the page (entered or uploaded into the Wizard).
- All image files you want to include on the page (uploaded into the Wizard).



### Design Center Wizard - Product Catalog

If your package includes a Product Catalog, this step requests that you provide guidelines for the way you'd like your Product Catalog page to look. Keep in mind that the Header, Footer and the background will be the same for the Product Catalog page as for your other pages.

We also ask you to upload as much information as possible about the products you would like to include in your Catalog. If possible, we request that you enter or upload the following information for each product: product name, category (or categories) the product belongs to, product image file name, sku code, short description, longer description, price, quantity in stock, weight, size, color, style, etc.

If you already have your products organized in a spreadsheet or other document, please upload it during this step. If desired, you can download and use our Product Import Template (available within this step) to organize and upload your product information. You also need to upload any image files you'd like to use to represent your products in the Catalog.



This concludes the Design Center Overview. When you are ready to begin the process of submitting your design requirements, sign into your Web Site Administration and navigate to Web Site > Design Center.

If you have any questions, please feel free to contact the Design Center Team at:

USA/Canada: 800-711-9145

Australia: 1-800-649-581

Taiwan: 02-2162-6349

Hong Kong: 3071-5081

United Kingdom: 0800-587-1132

Ireland: 1800-778-459

Mexico: 01-800-099-0745

Spain: 900-838-610

Singapore: +65-31587426

Email: [designcenter@mawebcenters.com](mailto:designcenter@mawebcenters.com)