

# YOUR FOUNDATION OUR PROCESS



RUMI DESIGN  
AND TECHNOLOGY

Using a process, no different than therapists use for their clients, we dive deep below the surface to pull out the genius of our customers. From these conversations we develop a profound **brand strategy** unique to each customer. This content will be the authentic, rock-solid foundation, essential to launch from.



From this flood, the content will be sent to our **copywriter** to organize, punctuate, refine and prepare for the next stage of the Rumi website process.



From these meetings a **blueprint** will be drawn for the artist, no different than an architect planning out the layout and design for a building.



The blueprint is then passed to our Chief **Design** Executive in Ukraine to begin the design of the website. With client approval, the foundational design is then solidified. We then proceed to draw 3 different designs for each device: Mobile, Tablet, and Desktop.

During this process, we will go through 1 review round with the customer, refining and preparing everything for website development. The result will be a fully functioning website prototype with animations that the customer can preview. This is the initial “Wow” factor.



These sites are then **developed** using the latest website technology, making them responsive and adaptive. Typically, companies do one or the other to save the headache. Being adaptive, they will look unique on a mobile, tablet and desktop screen. Being responsive, they can scale properly from a small mobile phone to a large tv screen fluidly.

Next the website is developed for Chrome, Firefox, Safari, IE, and Microsoft Edge browsers. On top of this, the websites are developed custom for IOS and Android devices.



