Our COMPASS Strategy

As we navigate tomorrow's business pathways, its important to have a great strategy - and that starts with a great philosophy. At NavigateTomorrow, we follow our "compass".

Customer First - 'nuff said.

Open Source - we use open source software (when appropriate) - a cost effective software platform that is secure, vetted and reliable.

Mobile Ready - we encourage our partners to deploy web strategies that are ready for today's and tomorrow's technology - from mobile phones to iPads... our sites are ready.

Partners - We seek to partner with the businesses with whom we work. That means - we don't just create a site for you and "leave". We're with you every step of the way.

Affordable - we're not cheap - but you won't lose your proverbial shirt working with us.

Strategic - We always begin with a strategic planning session. Our experience has taught us that a carefully thought out, winning strategy is always the key to success. We'll ask a lot of questions and challenge (always in a friendly and respectful way) your assumptions. Anytime you spend resources on a project - you want the best outcome... we'll help you get there.

Social Networking - **Its all about your end users.** This **isn't** just Facebook and Twitter. Its about the **entire design of your site and strategy.** There are so many options - blogging, online video, email marketing - and yes, Facebook and Twitter. A comprehensive social networking strategy reaches your "customers" from multiple touch points - bringing your message to their minds - and giving them tools to share that with everyone they know!

Our Process
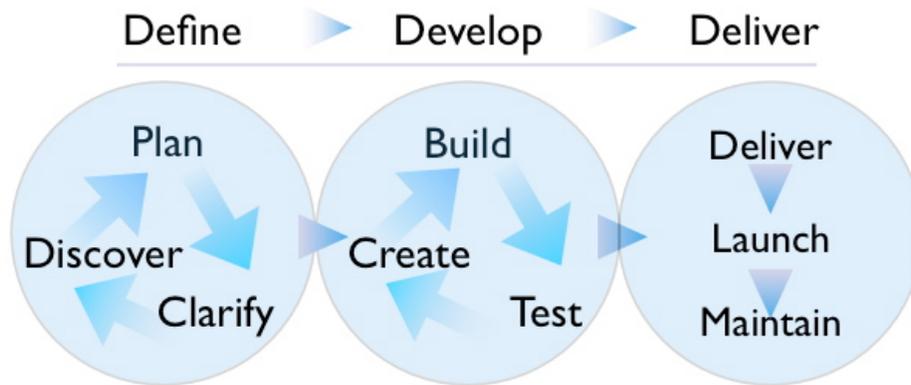
We employ a three stage, iterative design process for all of our projects.

In the **define** stage, we spend time with you and get to know you - making sure we feel your heartbeat for what's important and how your website fits into your overall strategy. We ask you to participate in an initial survey, spend time on your site and get to **understand your target audience**. We'll do a survey of some of your current users to get an idea of what they like, don't like, and want to see you do that will meet their needs. We'll talk with you about the important decisions that need to be made - for the **present, and the future** of your online strategy. This is a crucial step in the process. We'll also develop the project plan and timeline, refining it with you until you're ready to sign off on it.

During the **Develop** stage we create, build and test the design and code for your site until its ready. Again, as an iterative approach, we'll communicate back and forth and make changes until you're satisfied. We use beta testers to put the site through its paces to confirm the decisions are based on sound usability principles.

In the final stage, we **Deliver** your site. We'll make sure the site is fully search engine optimized, submitted to search engines, and help you with an email marketing campaign to announce the project. We create a production style guide and training materials (both pdf and video) to make sure you can maintain your site with full confidence.