



Connect the Dots

Murray utilizes our own proprietary system called D⁵ Methodology™ to manage your project. D⁵ Methodology ensures that all key elements necessary for successful completion of your project are addressed in a sequential process. Our philosophy is—customize; then build—resulting in communications solutions and applications that achieve your goals.



1 Discover

Discover is a consultative phase where Murray business, marketing, creative and technology strategists identify key contributors and the essential dynamics that make your company a competitive force. Business drivers, project goals and objectives are outlined so that contributors have common expectations for success.

2 Define

Murray defines the tasks, features, functions and processes that will constitute the publication, application or Website in keeping with your standards and drivers. Our Information Architect works closely with your team to identify reporting, functionality, response, audience and content/technology audits required to achieve your goals. Business goals are aligned with user needs and objectives.

3 Design

Murray considers user goals and behaviors as they relate to your business objectives. When communications are well designed, they are comprehensible; the audience feels competent, satisfied and responsible for their actions. Verbal and visual design combines for positioning of your message.

4 Develop

Programming or production begins with the core requirements and evolves to include all features, processes, interfaces and functions. The work is developed, tested and submitted for approval in stages. Throughout Web development, considerations are addressed for site updates to ensure smooth transition from programming to maintenance.

5 Deploy

Murray locates the site on a staging server for beta testing. Then, once approved, the site is moved to the live server. Deliverables including application guidelines and help files are provided to IT, managers and users. Separate budget may have been established to train content/user administrators either in person or via Webinar. Marketing materials are launched to drive traffic and promote ease-of-use. Maintenance is activated in addition to a 30-day application warranty.* Based on usage and traffic patterns, promotional timelines may be reevaluated.

Visit www.murraymedia.com for more information, or call 908.362.8174 for a risk-free consultation.

*Warranty specifics are outlined in formal proposal and vary according to custom requirements.