Frameshift - How We Work

From idea to launch in 12 weeks. Sample overview for this demo page.

Phase 1 - Discover ${x}Weeks 1-2${x}

- Stakeholder interview summaries ${x}3-5 sessions${x}
- Competitive landscape analysis ${x}5+ competitors${x}
- User persona profiles ${x}2-3 personas${x}
- Information architecture sitemap
- Project brief & success metrics document

Your involvement: You join 2 workshops and review the project brief.

Phase 2 - Design ${x}Weeks 3-6${x}

- Low-fidelity wireframes ${x}all core flows${x}
- Design system & component library
- High-fidelity UI designs ${x}Figma${x}
- Interactive clickable prototype
- Usability test report ${x}5 user sessions${x}

Your involvement: 2 design review checkpoints; async feedback in Figma comments.

Phase 3 - Develop ${x}Weeks 7-10${x}

- Sprint 1 & 2 working builds ${x}bi-weekly demos${x}
- Frontend + backend implementation
- API documentation
- Automated test suite ${x}90%+ coverage${x}
- Staging environment for review

Your involvement: Bi-weekly sprint demos; you test every feature on staging.

Phase 4 - Deliver ${x}Weeks 11-12${x}

- Production deployment & DNS setup
- Performance audit ${x}Core Web Vitals, Lighthouse 95+${x}
- Analytics & monitoring setup ${x}Mixpanel, Sentry${x}
- Technical handoff documentation
- 30-day post-launch priority support

Your involvement: You approve the go-live checklist; shared Slack for launch day.

Book a 30-minute discovery call: no commitment, response within 24 hours.