



PLAY FOREVER.

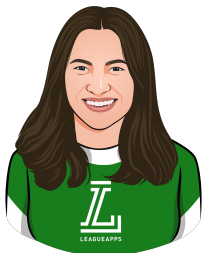
# Welcome to Design Shop!



LEAGUEAPPS

2025

# Meet the Design Shop Team



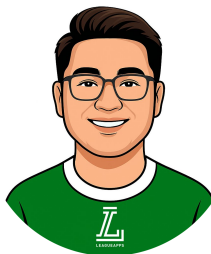
**Melissa “Super” Mercado**  
Web Developer



**Isaiah “Zay” Clarke**  
Manager, Design Shop



**Louis “Lou” Pacheco**  
Web Developer



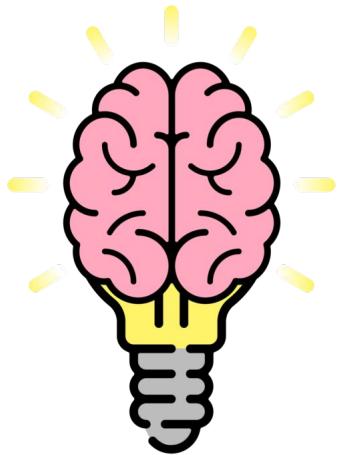
**Alipio “Ali” Gabriel**  
Web Developer



**Iris Gomez**  
Sr. Associate, Design Shop

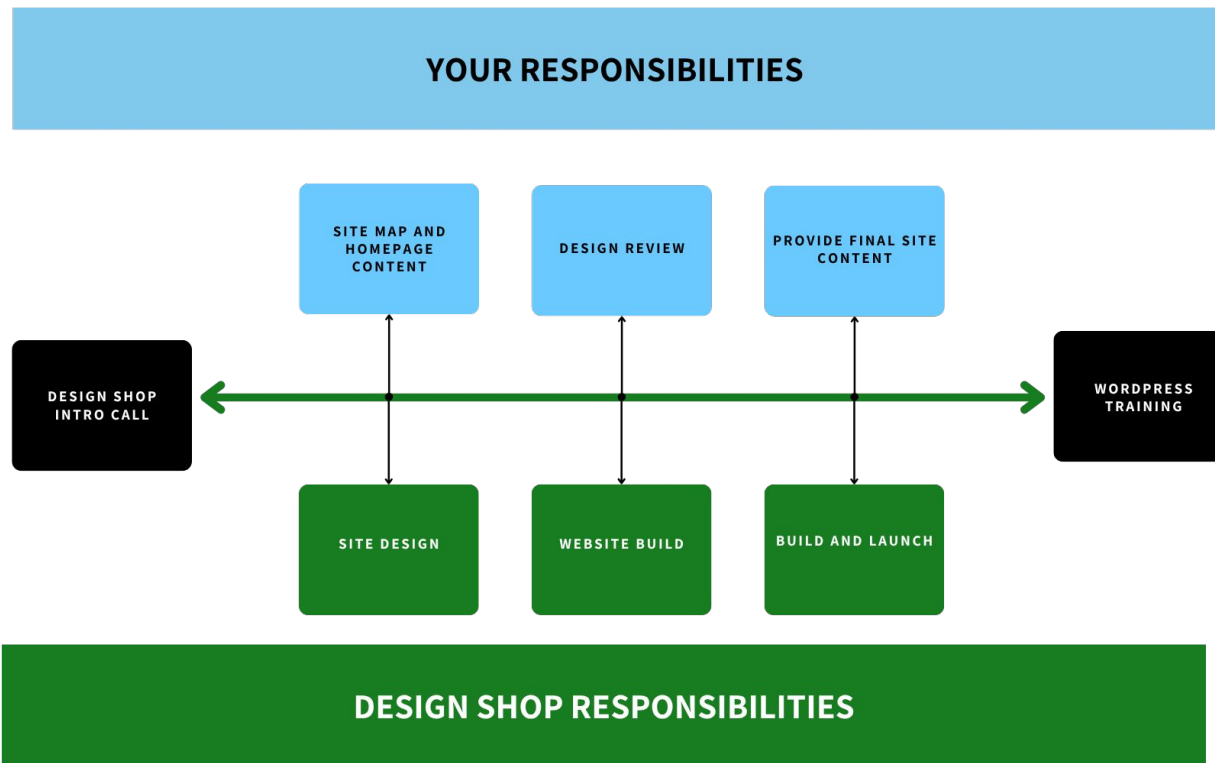
# Let's get started!

Welcome to the **LeagueApps Design Shop**! Over the next several weeks we will be your partner in developing your website from concept to launch. Here is how the process works:



- We collect some initial information via this link: <https://leagueappsevents.typeform.com/to/MfbrNF1A> about your organization. Please fill out the online form before our first meeting.
- Schedule a Launch Call with Design Shop Support - Use the following link to schedule your Launch Call: [https://cal.mixmax.com/irisgomez/design\\_intro\\_call](https://cal.mixmax.com/irisgomez/design_intro_call)
- Google Drive Design Shop Folder - After your Launch Call, our team will send you a link to your Design Shop Folder. This is where you will upload your site information and assets.

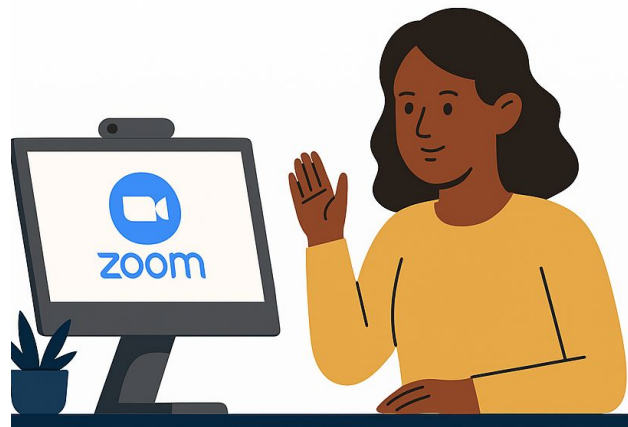
# Building Your Website is a Partnership



# The Launch Call

During your Launch Call, you will meet with Design Shop Operations lead to discuss:

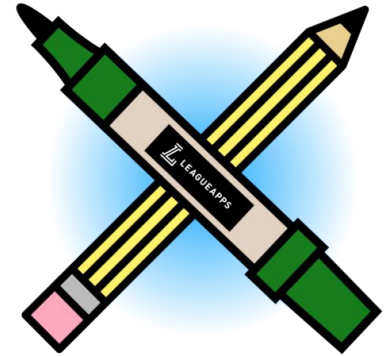
- **The website build process**  
Review how we will work with you collaboratively to create your dynamic and mobile friendly website.
- **Timelines and milestones**  
Talk through best practices on how we can stay on track with deliverables so that your site launches in a timely manner.
- **Site content and assets**  
Help you think through the words, images, and videos you are responsible for providing, that will liven up your site with your brand, story, and promise to your members.



# Site Map and Homepage Content

Building a your website is a collaborative process, but you know your content best. You are responsible for providing this to us. The first two deliverables are:

- **Site Map**  
Determine your top level and sub-menu level site menu items for the website's main navigation.
- **Images and Logos**  
Upload your organization's logos and imagery, in the highest resolution possible.



# Design Review

Once we have collected your site information, it's our turn. Our Sr. Designer will develop a wireframe and create a design for your new site. At this point, it's back over to you.



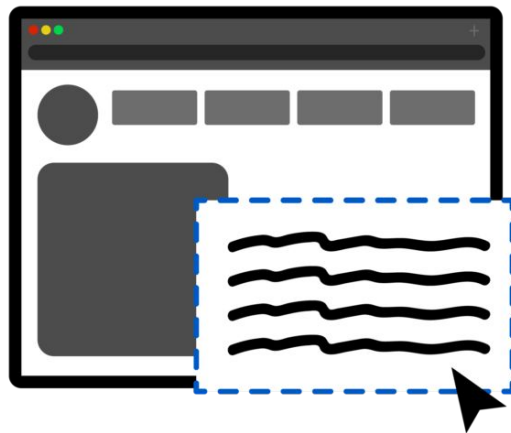
- Our operations team will schedule a call with you and our Sr. Web Designer to review your wireframe and design concept.
- We'll take any feedback you have and then await your approval so we can move to the next phase: the building of your site.

# Provide Final Site Content

With your approval of the site design, our team will build your site over the next 3 to 4 weeks, depending on the size of your site. We will keep you informed of our progress.

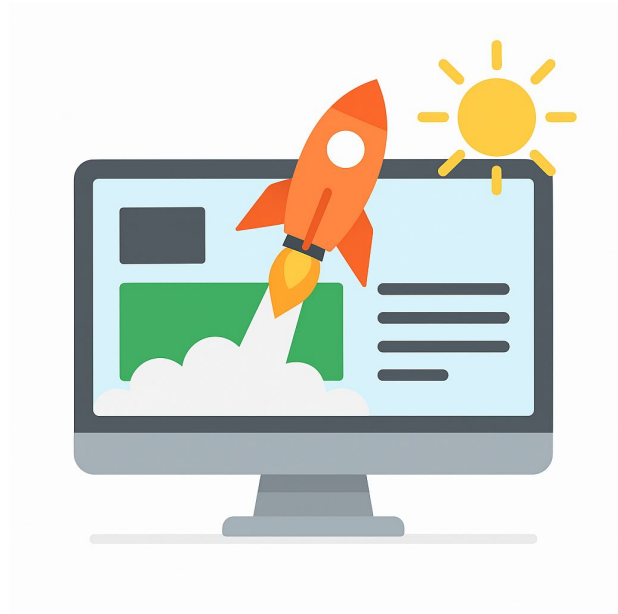
During this time, you are responsible for providing the rest of the content for your site. This includes all the copy and imagery, often including materials such as:

- Content for the home page and about pages
- Names, pictures and bios of coaches & staff
- All the other information you want published on your site





# Site Launch



Once your site has been tested and you have approved it, it's time to make your site live! We will do all the technical behind the scenes work to publish your site.

# WordPress Training

Our goal, once your site has been launched, is to provide you with comprehensive training so that you and your team can make simple updates to your site.

- Even if you have never used WordPress or Beaver Builder before, our team will take you through the steps for making site edits simple and easy to understand.
- If you need a refresher, we have created several support videos and links to additional resources: <https://designacademy.leagueapps.com/>
- Training & support never end! After site launch, we will continue to provide training on an as needed basis along with website support.





PLAY FOREVER.

We look forward to working with you

# Design Shop