

Welcome to the Discovery Process

Hello. Answering the questions below will offer insight into your business and creative goals, and help determine a direction that fits your company, and more importantly, one that speaks to your customer. Think of what your core organization is really about, and all of the ways you serve the needs of your market. The most important point is to understand that every decision you make about your website and brand should always be from your clients' perspective. It's not about your personal preferences, believe it or not, it's completely about them, and anticipating their needs. The more you demonstrate how you are the answer to their problems, the better. This attitude and brand approach will help to win you deep loyalty because your customers will feel respected and understood. This is the first step to convert an interested prospect into a returning customer.

Skip any questions that clearly do not pertain to your needs, but please answer as many questions as possible. Remember that this is a creative process; allow yourself room for some imagination

General:

1. Please describe what product or service your company provides:
2. Describe your business in one sentence? This is your 10-second elevator pitch.
3. Please describe your business in two words – one word if at all possible.

Current Site (only if you already have a site)

1. Do you feel your current site promotes a favorable user experience? Why or why not?
2. What specific areas of your current site do you feel are successful? Why are they successful?
3. What shortcomings exist with the current site and what three things would you change on the site today if you could?
4. Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.
5. How important is it to maintain your current look and feel, logo, and branding?

Reasons for Website

1. What are your primary online business objectives with the site?
2. What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) Please discuss both long- and short-term goals.
3. How will you measure the success of your website?
4. What existing strategy (both on- and offline) is in place to meet the new business objectives?

Target Audience & Desired Action

1. Who are your targeted audience/typical website visitor? How often are they online, and what do they generally use the web for? Give basic demographics: age, traditional, stay-at-home moms, investment bankers, gender, education level, income, etc. (use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)
2. Please provide a brief description of your secondary targets, or if you want to pursue other niche markets, please describe the clients you want to capture in the future.

Why ask? You need to know who you intend to reach, so you can speak to them and address their needs. If you're talking to children you need to speak a different visual language than if you're talking to orthopedic surgeons.

3. What is the primary action the site visitor should take when coming to your site (make a purchase, become a member, search for information, etc.)?
4. What are the key reasons why the target audience chooses your company's products and/or services (cost, service, value, etc.)?

Perception & Competition

1. Use a few adjectives to describe how your site visitor should perceive the new site and your company. (Examples include prestigious, friendly, liberal or conservative corporate, fun, forward thinking, innovative, and cutting edge.)
2. Does your current brand need new life? If so, what aspect of your brand needs improvement? What do you like and dislike about it, as it pertains to your customer's expectations?

3. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)
4. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition?
5. Who are your competitors? Please list 2 or 3 primary competitors and include their websites. Add comments regarding what you like and dislike about their websites & their brands.
6. List the URLs of any sites you find compelling. What specifically do you like about these sites?