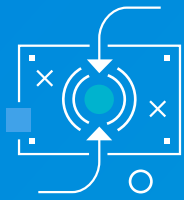


Discovery Worksheet

Our workflow weaves together collaboration, marketing, design and development to meet your goals for a successful website.



COLLABORATION

The discovery worksheet allows you to share your business goals and objectives. Insight from the discovery questions and phone consultation will focus and inform our decision-making while working on your project. This collaborative process is key for tailoring a strategic design solution to meet your objectives.



MARKETING

Together we'll strategize the best way to reach your ideal audience. What problems do you solve for your customers? What do they care about? How does your product or service make their life better? This stage of the discovery process focuses on the needs and desires of your ideal client so that all design solutions reinforce the benefit you provide.



DESIGN

Informed by the discovery process, we coordinate the written message, images, graphics, visual aesthetic and user experience into a powerful creative solution. The focused message and targeted content helps reinforce credibility and trust in your business.



DEVELOPMENT

The new site will be user-friendly, load quickly, work well on all devices and be search engine optimized. With the popular WordPress CMS, the website can be maintained, edited and enhanced with new pages and posts. This flexibility allows you to keep the site's content fresh and up-to-date, helping to retain customer engagement.



Getting started

Simply download this PDF, type your responses directly into each field, click on checkboxes, re-save the file and email it back to us at steven@evansondesign.com.

Please note: This PDF works best when viewed in Adobe Acrobat. Other preview methods may not have the same functionality with overflow text and scrolling inside the editable text fields.



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1. About your company

Tell us about your company.

We welcome as much background information about your company as possible.

Customer benefits.

What are the words that best describe the customer benefits offered by your company?

What makes your company the best choice?

Is there anything else you would like to mention or include?



2. The services/products you offer

Tell us about your company's services/products.

Describe each service/product offered. What makes each of them great?
List as many benefits as possible.

3. Your competition

Tell us about your competition.

What would you like us to know about your competitive business climate and your direct competition? (Include links to the competition's websites if available.)

What does your company do better than its competition?

Is there anything else you would like to mention or include?



4. Your target audience

It is helpful to picture the “ideal” person you want to visit your website and build the user experience with them in mind.

Who is the ideal customer or group for your website or each of your products/services?

Give a description of your customer. Include their age ranges, genders, lifestyles, occupations, interests, family dynamics and any other key factors you take into consideration.

If you market to businesses, list company types, worker types, demographics and other meaningful information.

What are their problems or pain points and how does your company solve those problems?

What kind of information will the target audience be looking for on your website? Are they looking for specific information, a particular product or service?

This might also include things such as time-sensitive offers, resources, education, problem-solving a need, and customer service.



5. What result do you want from your website?

Your goals will guide every decision we make as we develop your website.

What do you hope to accomplish by building this website?

What is the most important, primary goal you want to achieve?

Second most important goal?

Third most important goal?

Is there anything else you would like to mention or include?



Additional notes

Tell us more or ask us your questions.

1. Does this new website replace an existing website?

Yes

No

If yes, what works well about your current website?

Please include as much detail as possible.

What is problematic about your current website?

Please include as much detail as possible.

2. Domain name and website hosting

Do you have a domain name?

Comments

Yes, we're all set.

Yes, but we're considering a change.

No, not yet.

Do you have a website hosting company?

Comments

Yes, we're all set.

Yes, but we're considering a change.

No, not yet.



3. Your new website's must-haves and features

Thinking about what you want to achieve and accomplish with the site will help define the must-haves and what features are needed.

What are the must-have elements for your new website?

These are the most important requirements and functionality of the website to meet your business objectives.

What are the features that support your important goals for your website?

Features are things like a special offer for subscribers, contact form, shopping cart or blog.



4. Company contact person

Who is the person assigned to work directly with us throughout this project?

Please include full name, contact information and any preference for communication.

Who is the person that will sign-off and approve each milestone in the website development process through site launch?

5. Corporate branding

Check the items you have.

Comments

Logo

Corporate colors

Branding guide

Marketing materials the
website should coordinate with



6. Written content

Is the written content ready?

Comments

All the headings, subheading, body text, callouts, captions, excerpts, descriptions

Yes, we're all set with new content.

Yes, we'll pick up the written content from our existing website.

Not yet, but we're working on it.

No, we haven't started yet.

Which of these types of written content will you include:

Static/fixed content:

Homepage copy

Main menu items copy
(e.g., About Us, Our Services/
Products, Contact Us)

Staff bios

Call to action text

FAQs

Forms

Service/product details

Login portal

Special offers

Subscription text

Sign-up instructions newsletter

Free downloadable content

Portfolio/gallery descriptions

Media gallery descriptions

Tutorials

Testimonials/Reviews

Automated email response

Automated on-screen thank you

Contact information

Site map

Legal information

Privacy policy

Other (please list in additional notes)

Dynamic content:

Articles

Blog posts

Latest news posts

User forum

E-commerce

Other ([*please list your descriptions in additional notes found on page 15*](#))



7. Image content

Is the image content ready?

Comments

All the main images, product/services images, multimedia, icons, graphics, badges, other logos

Yes, we're all set with new content.

Yes, we'll pick up the images from our existing website.

Not yet, but we're working on it.

No, we haven't started yet.

Which of these types of image content will you include:

Logo

E-commerce images

Homepage images

Portfolio/gallery

Main menu images
(e.g., About Us,
Our Services/Products,
Contact Us)

Media gallery

Icons

Graphics

Staff bio images

Other (please list)

Location image

Location map

Special offers images

Free downloadable content

Other logos or badges
(e.g., associations, awards, honors,
vendors, products)

Article images

Blog post images



8. Social media content

Which social media will be included?

Comments

Facebook

YouTube

Instagram

Pinterest

LinkedIn

Other (please list)

Twitter

9. Search Engine Optimization (SEO)

How do you currently handle SEO?

Organic SEO

Comments

Pay Per Click
(e.g., Google Ads)

Both Organic and
Pay Per Click

Nothing yet.



Additional notes

Tell us more or ask us your questions.

Thank you!

We will review your responses promptly and be in touch with any followup ideas or questions. Your goals and priorities will guide our efforts throughout the website development process.

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EVANSON DESIGN