

Discovery leads to understanding three critical things:

- The client's online goals
- The audience and its needs, and online capabilities
- The industry and the competition as it relates to the web

Client Input Needed Client Info Deliverable to Client

Gathering Information

Understanding Your Audience

Identifying Backend Programming Needs

Analyzing Your Industry

Existing User Profile
Existing Print Materials

Internal Discovery Check off List.

Client Survey

This survey will help you articulate and identify the overall goals.

User Profile

Includes occupation, age, gender, online frequency, connection speed and online habits.

Tech Spec

These questions will help determine backend development needs, and help identify target audience technical capabilities.

Competitive Features

Gain firsthand view of customer experience. Provide relevant documentation and industry information to the client.

Clarification

Now that you have the data you need, extract the essence of the site and determine the site's goals.

Determining Overall Goals

- Review Client Survey
- Create a list of general goals
- Create Measureables & Milestones

Preparing a Creative Brief

Creative Brief

The Creative Brief is the basis for understanding the overall tone, goals and direction of a project. It restates the client's wishes by organizing the answers from the Client Survey.

- Defining the Process
- Creating a Features List
- Conducting Analysis and Testing
- Creating a Final Report

Plan Analysis

Outline goals, process, and deliverables. Establish team, time frame, methodology, allocated hours and deliverables.

Define the Competitive set

Using client provided information, search engines, and research, identify a range of companies that fall into the competitive set.

Create a Features List

A concise inventory of what each of the selected sites has to offer. Content, graphics, media, functionality, things to do, things to see, actions to take.

Analysis Test

Studying each site and answering basic questions about the overall experience, company objectives, and types of services provided.

Final Report

Outline the main findings and how they apply to the company's goals. Use screen shots, evaluations, and summaries about each site.

Features Grid

Using the features list, create a comprehensive grid showing all sites and the categories and listing features that exist within each.

