

Discovery Package

Client - Business and/or client name:

Contact Info - Contact name, email and mailing address:

Site Name - Existing domain name or proposed domain name.

Site Topic - The general subject or topic of the web site.

Demographics - (age, sex, income)

Psychographics - (attitude, mindset, concerns)

Site Message - What do you want your web site to say? Do you have a company motto and tag line?

Products/Services - Do you want to advertise or sell any company products/services? If so what are they? If so do you want the site to utilize an e-commerce system so that the user can purchase the products/services online? Do you need a contact form, appointment scheduling system or any other unique features?

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List 3 sites you feel are competitor's sites -

http://www.

http://www.

http://www.

Content - Will you be providing the content for the site? If not, do you need a professional copy writer?

Budget - What is your proposed budget for this site?

Current Site's Flaws - If you have an existing web site, what are the flaws you notice? Are there attributes you do or do not want to keep?

Perception of new site - What do you want a user to feel and see when they come to your web site? Do you have an existing logo and/or graphics you would like used? Do you have a color palette in mind you would like to use, or colors that represent your company or products/services?

Consumer Benefits - How do you want your customers/clients or viewers to benefit from this site?

Updating - Will the proposed web site need constant changes/updating? (ie: blog, product pricing or inventory, etc) If so, is this something you would like to have completed for you or would you prefer to be taught to maintain this on your own utilizing a simple content management system?
