INTERACTIVE SUPPLY COMPANY

Initial Website Discovery

This document outlines the most common questions for every website project. They are meant to help us understand some of the background to your organization and define your unique objectives on the web.

Some questions will be more helpful than others. That's fine. Use this as a starting point to help us understand the scope of work you're requesting.

Background

1. What is your number one objective in this project?
2. Do you have any other objectives? Can you rank them by priority?
3. Is there anything about your existing website that doesn't work well?
4. Is there anything about your existing website that works particularly well?
5. Describe the typical touchpoint-to-sale process for your company?

Stakeholders

1. Who individually, or what departments have a vested interested in the outcome of this project?
2. What is most important to them?
3. Can you rank them in terms of priority?

Users

1. What different groups of people do you anticipate using your site? What do they care about?

2. What is the primary task they're looking to accomplish by using your site?

3. How do they learn about your company/product/service?

4. How familiar are they with technology?

5. Is this a casual visit or a goal driven visit?

6. Are they likely to be mobile when visiting?

7. Can you rank the users in terms of importance?

Competitors

1. Who are your direct competitors?

2. What makes you different?

3. Can you rank the competitors in terms of closeness?

4. Are there any non-direct competitors? (i.e. alternative products or services.)

Priorities and Metrics

1. Please rank your needs, stakeholder needs and user needs by order of importance

2. How can we measure the success of meeting these needs? (This usually is collaborative.)

Branding

1. Do you have any brand guidelines?

2. Do you have official brand typefaces?

3. Do you have official brand colors?

4. Is there a style, tone or specific imagery we should consider?

5. [What archetype does your brand align with](#)?

Communication

1. If you could only tell a visitor one takeaway, what would it be?

2. What is the personality of your brand? Describe it in five adjectives.

3. If your brand was a car, which car would it be and why?

4. How should someone feel when they first see your site?