

Discovery Worksheet

We've put together this Discovery Worksheet to help us get to know you and your business a little better. If there are any areas or questions that you don't feel are relevant to this project, please just skip them. We can always come back to it later. Please email the completed worksheet to **JMW@QualityPrintersllc.com**

Basic Information

Company name

Complete address: street + number, city and zip/postal code

Your name, email address and phone number

URL /website address

Briefly describe your company and the products/services your site provides/promotes.

Name two or three primary competitors sites. Please comment on both the strengths and the weaknesses of these sites:

Your Brand

Please try to describe in as few sentences as possible the feelings you wish your site to evoke, and the brand attributes you want it to convey.

(e.g.: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

What are three things that separate you from your competitors?

(try to stay away from platitudes, e.g: "we have the best products and excellent customer service")

To the best of your ability try to describe the people who will use your site.

Where/how do people learn about your company/product/service?

Why does your target audience need this website?

Please list any specific visual brand elements that you currently use.

(font families, logos, colour schemes, photo treatments, graphic icons.)

Scope and Features

Please check every type of page that you think you might need.

(please write in any unique page ideas you have that are not listed)

- Home About Us Welcome Category(product/service) Product(specific)
 Service(specific) FAQ Pitch Events Staff Registration Blog
 Policy Terms/Conditions Photo Gallery Contact Us Directory

notes:

How often do you anticipate changing or adding information to the site?

(potential areas of change: new events, calendar updates, blog posts, etc.)

- Never Annually Quarterly Monthly Weekly Daily

notes:

Do you have content already created for this site? If not, what level of assistance will you need. Please check the one that best describes your needs.

I have nothing available and no time to put something together. I will need on-site visits, interviews, copy writing, photo shoots, graphic design, and stock photography.

I will be able to answer questions, conduct internal interviews and produce photography I will need help with writing copy, and graphic design.

I have, or will have in the near future, almost everything put together and ready for the website. I would like help editing copy for the web and graphic design work done.

All content (copy, photos, graphics) will be provided to you in the format that you request and in a timely manner. I will need no assistance at all with my content.

Will you need any additional features or functionality that has not been mentioned?

(e-commerce setup, online payments, mail-list capture, online forum, etc.)

Design

Describe your website's desired look and feel by using adjectives and short phrases (e.g.: Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated, elegant... etc.)

Please list some websites that you like and explain why.

Do you already have wireframe sketches ready on how you see the layout of the site?
(if not don't worry we can help you with that too. However if you have, it can help us in giving you a better price quote for this project.)

Additional Questions

Do you have a logo or other brand elements (colors, preferred font, etc...)

What is the complete list of services that you offer?

Thank you for considering Quality Printers for your web presence needs. Please save this document and email it to Joseph Wimberly at JMW@qualityprintersllc.com