

# Design Discovery

**Company:**

**Designer:**

**Client:**

**Project Name:**

**Date:**

**Description / Details:**

# Design Discovery

## **What objectives are you trying to achieve with this site design / redesign?**

Think in terms of what RESULTS you are trying to obtain, rather than what specific items or functionality you want on the site. RESULTS drive features and functionality.

## **Rank the importance of all your site objectives.**

No objectives can be equal, period.

# Design Discovery

**What is the primary “action” the site visitor should take when coming to your site** (make a purchase, become a member, search for information?)

**What different types / segments of users visit your site?** ie: customers, employees, upper management, job hunters...etc

**Rank your users groups / segments in terms of importance.**  
No users can be 100% equal in terms of importance... period.

**What tasks are your user groups and segments trying to accomplish when they visit your site?**

**Rank the importance of those users tasks.**

IE: 90% of users look for contact information, but only 5% read the latest news.

**What do your target users care about?**

What are your main selling points, what is most important to them, etc...

**How computer savvy are your users?**

Do they have new computers, surf the internet frequently, use social media, have websites themselves, etc...

**How are you going to promote your site?**

(SEO, PPC, Viral, Social Media, PR, Traditional Adv, E-mail, Banners, Affiliate Marketing)

**If you could communicate only one message to visitors, what would it be?**

One clear, simple concise thought. No run on sentences.

**Do you have any pre-established brand themes, colors or imagery?**

**What should users think or feel when they look at the design of your site?**

Try to keep this to less than three sentences or thoughts.

**Are there any colors, images or graphics that your users are used to seeing?**

(ie: industry colors, industry standards of types of graphics or photos, etc...)

# Design Discovery

**List the URLs of any sites you find compelling.**  
What specifically do you like about these sites?

**What are your competitors doing with their website?**  
(in terms of both design or content)



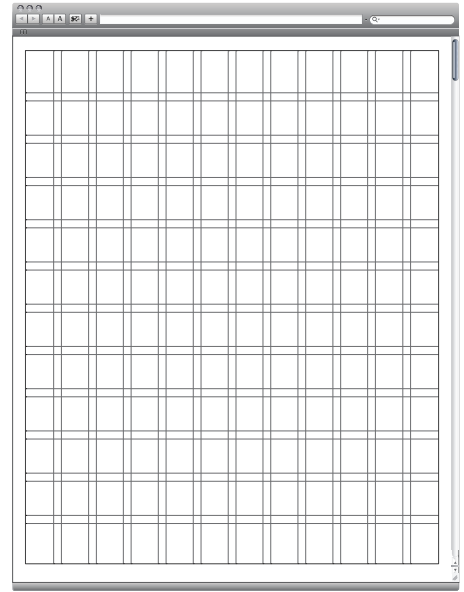
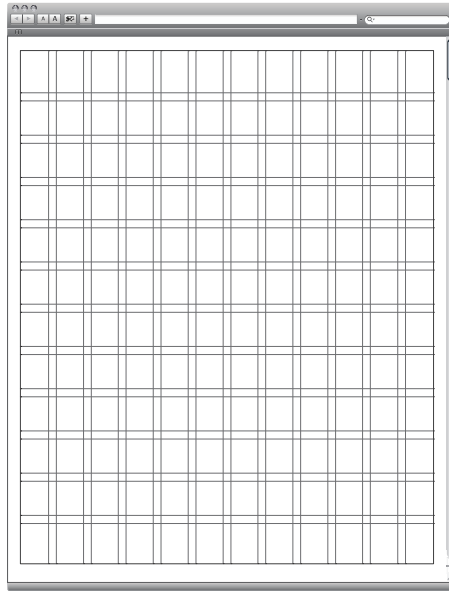
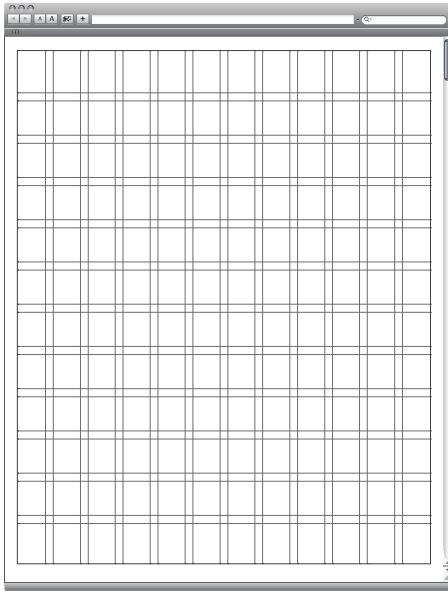
# Design Sitemap

# Design Sitemap

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

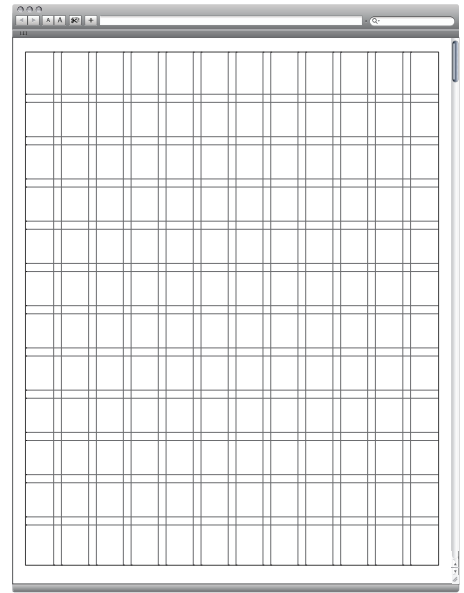
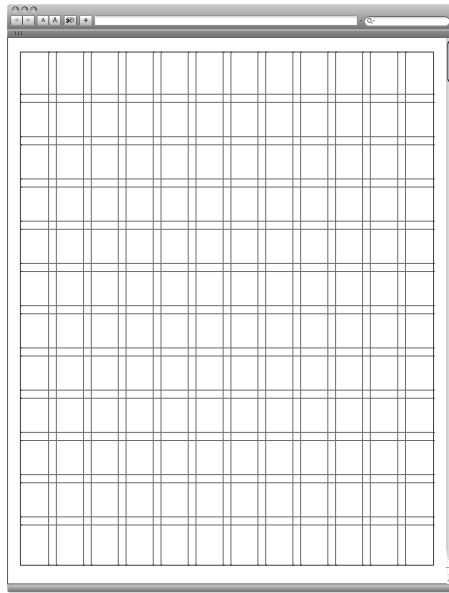
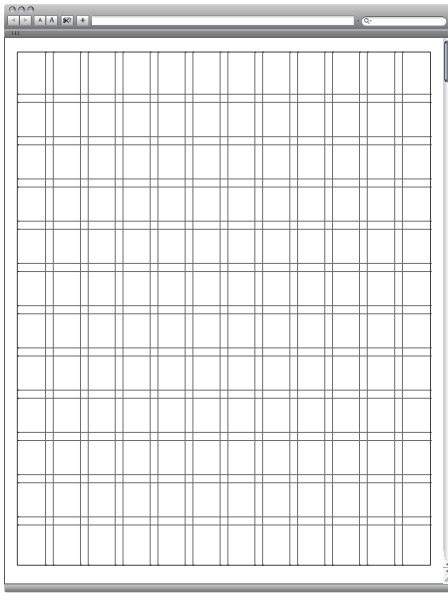
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

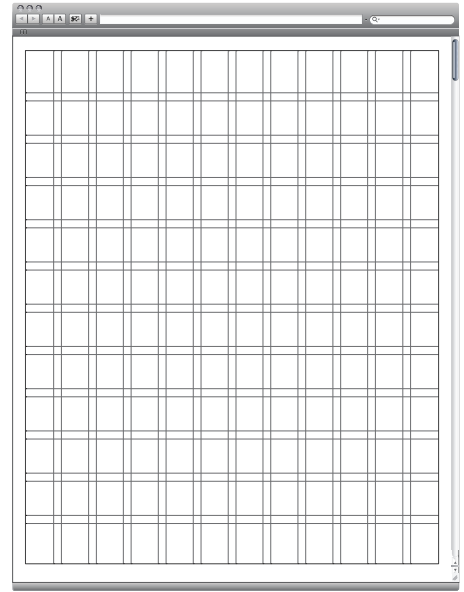
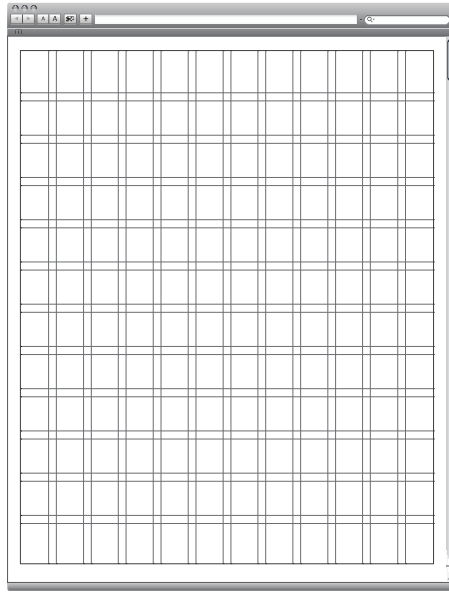
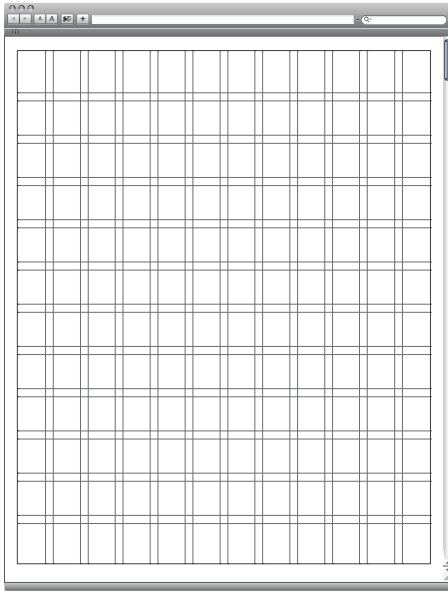
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

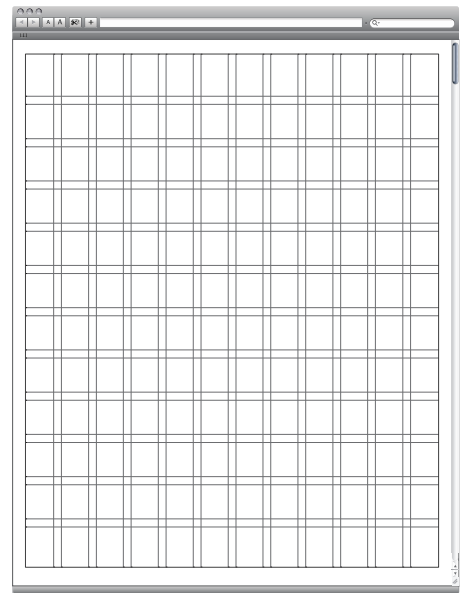
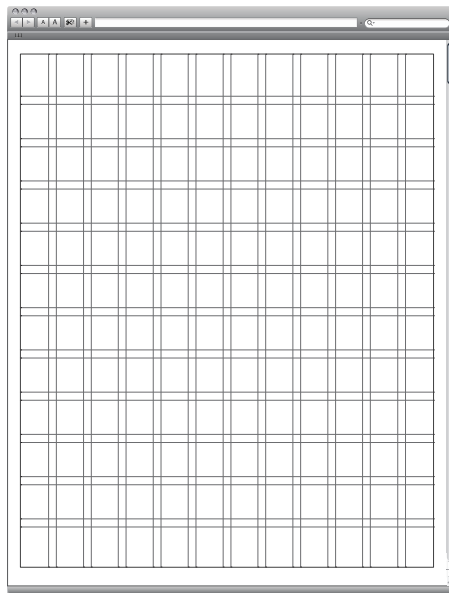
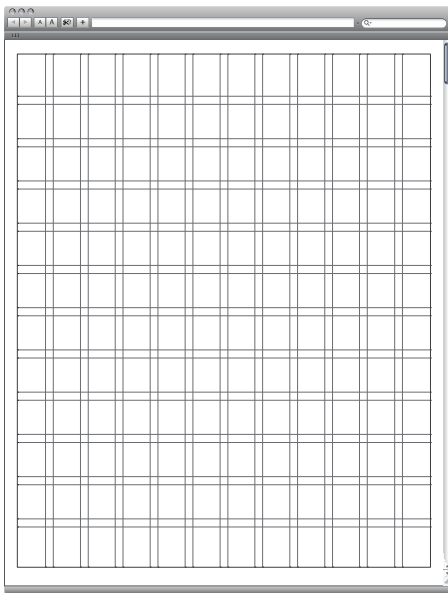
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

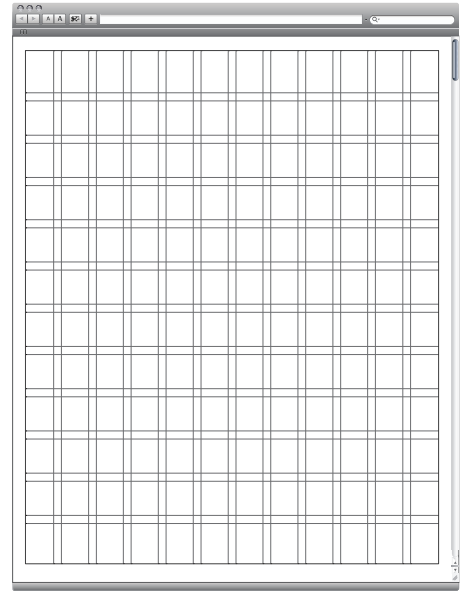
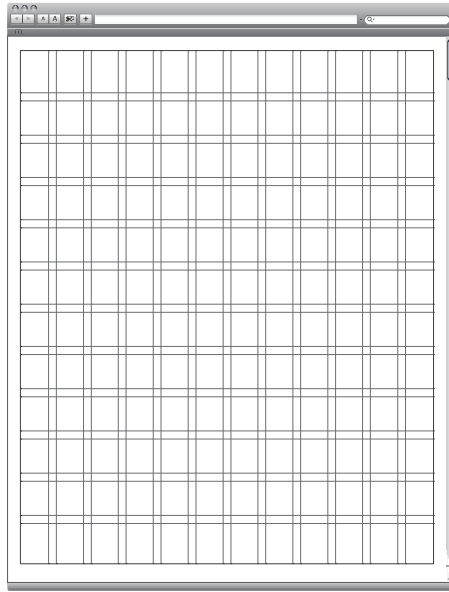
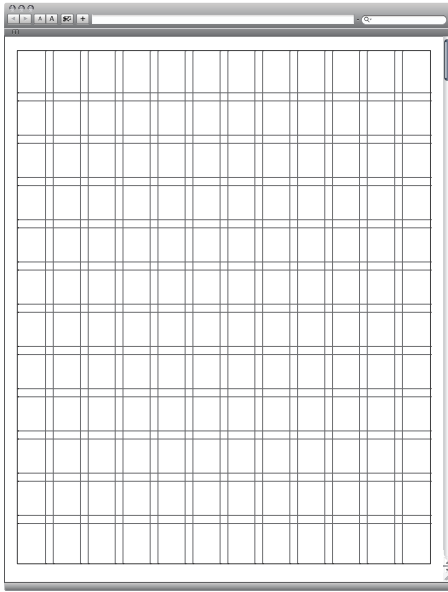
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

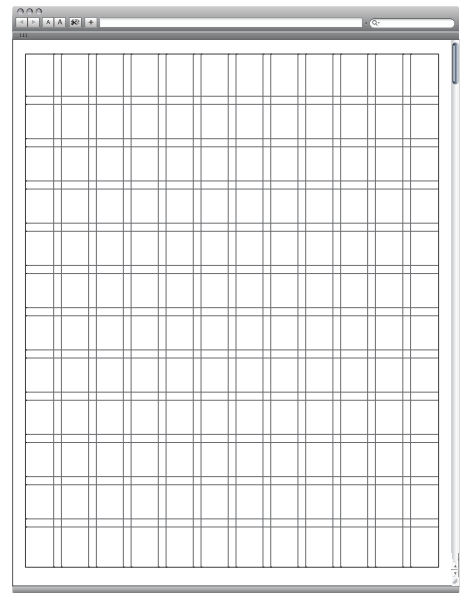
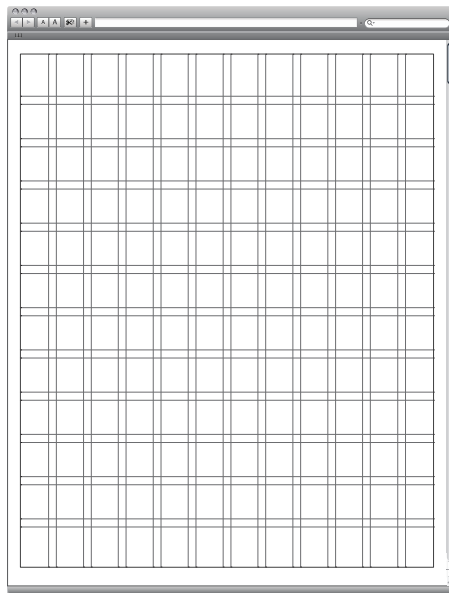
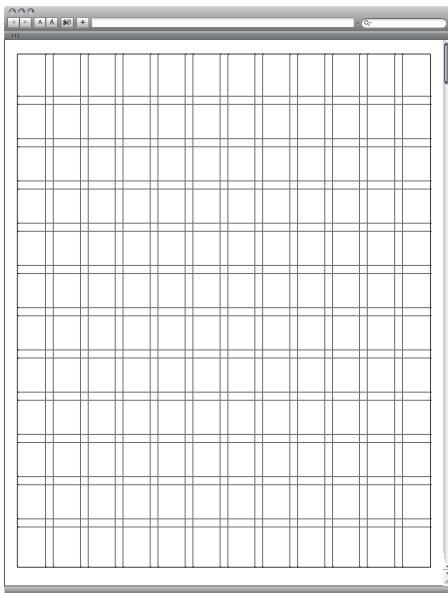
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

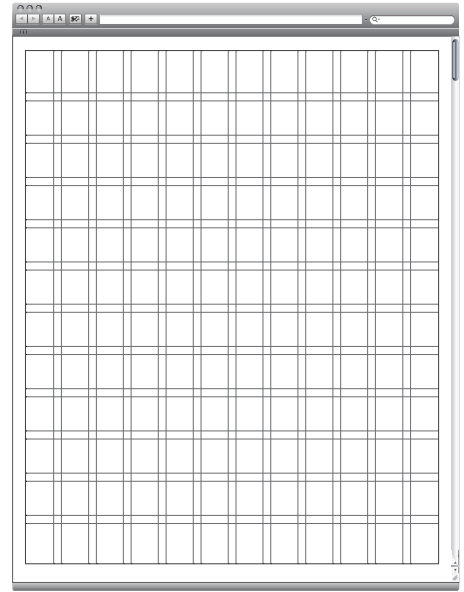
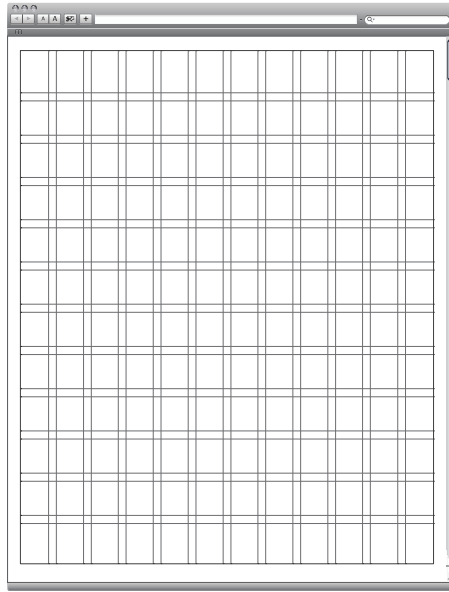
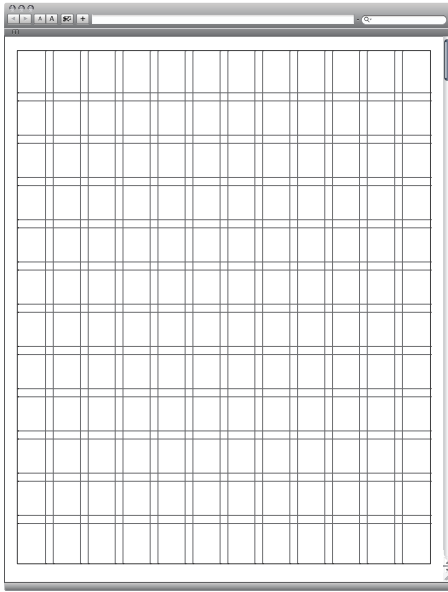
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

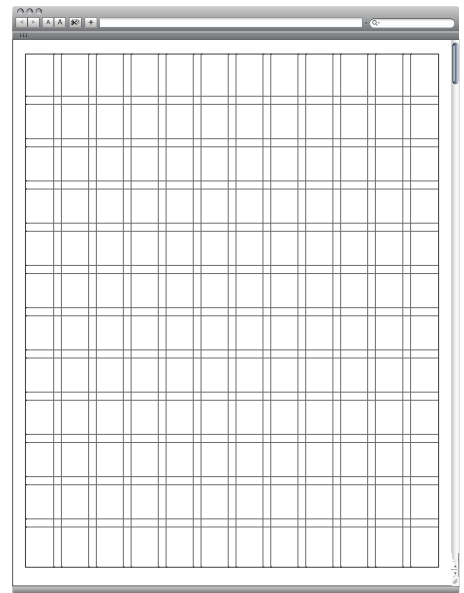
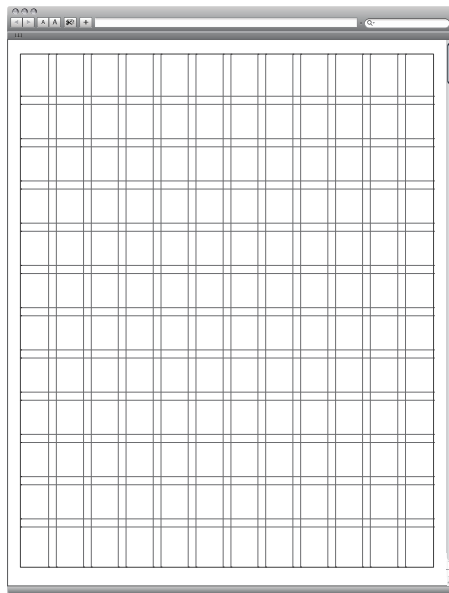
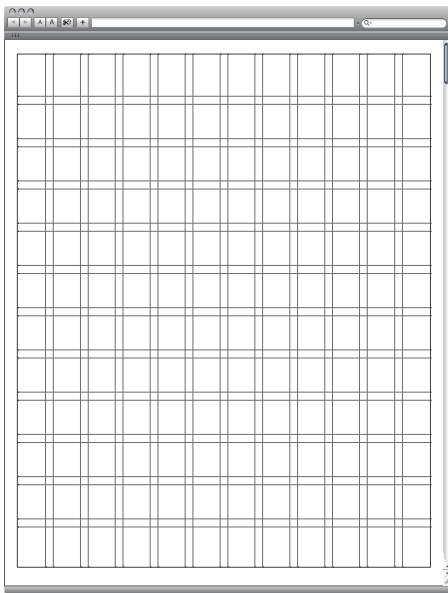
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

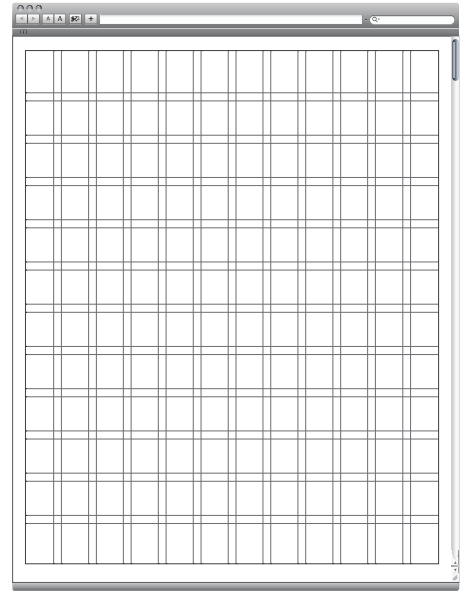
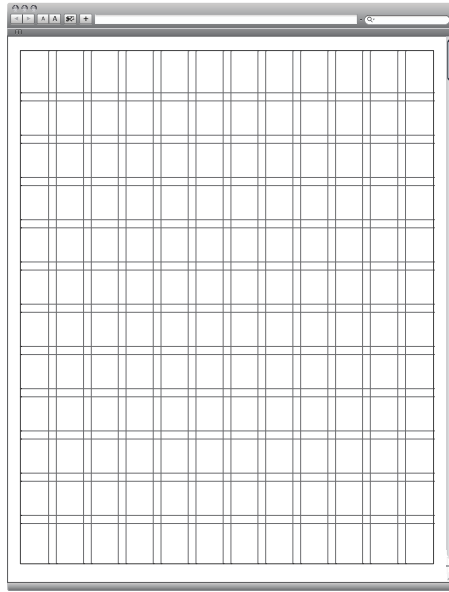
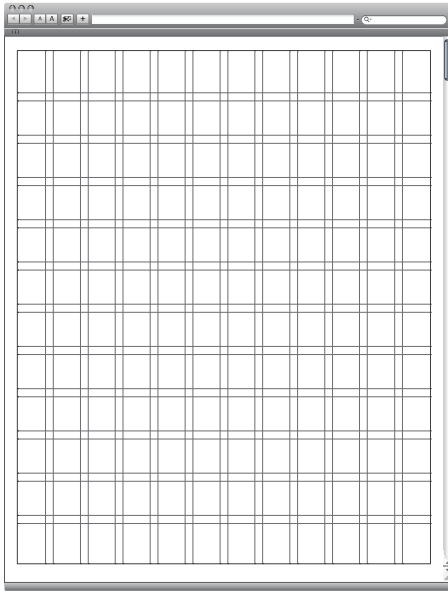
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

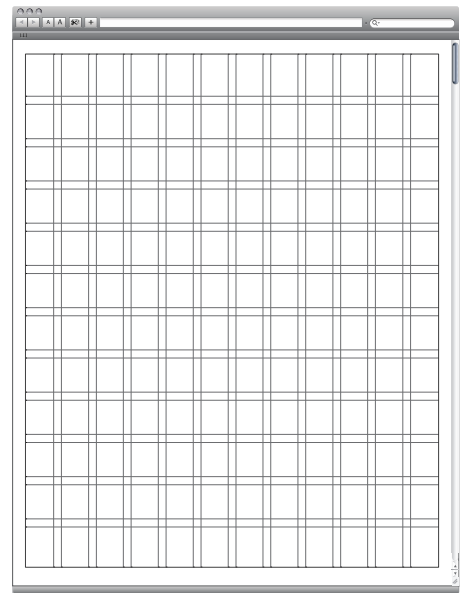
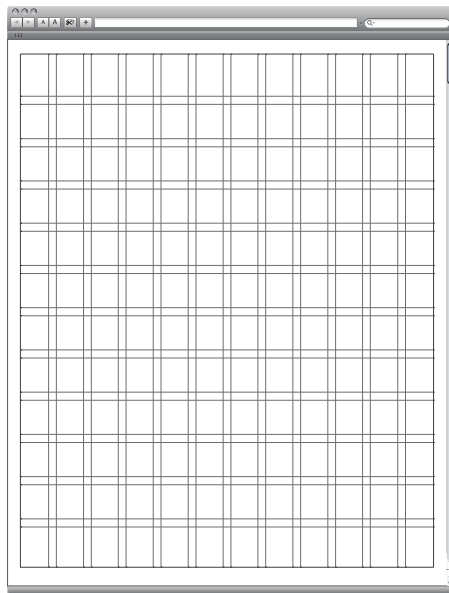
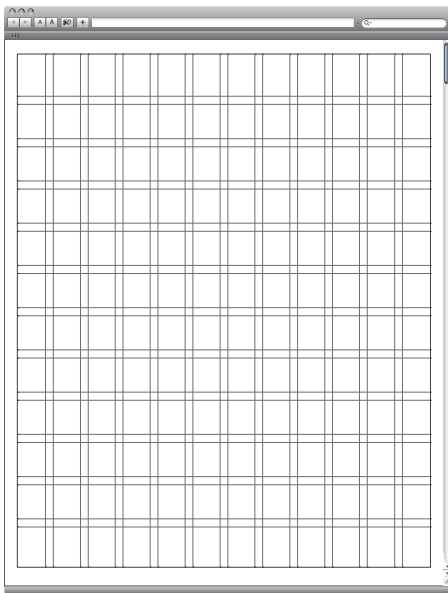
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

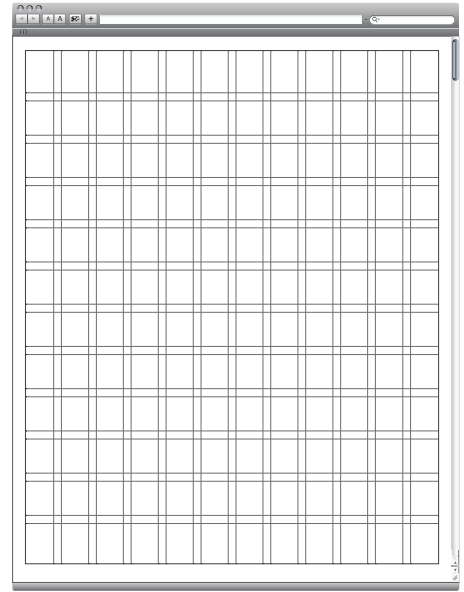
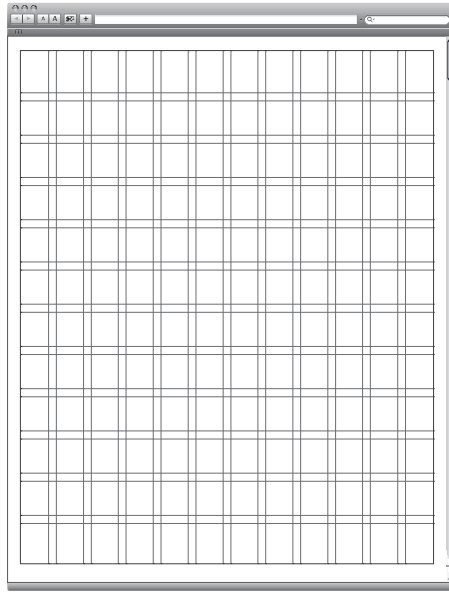
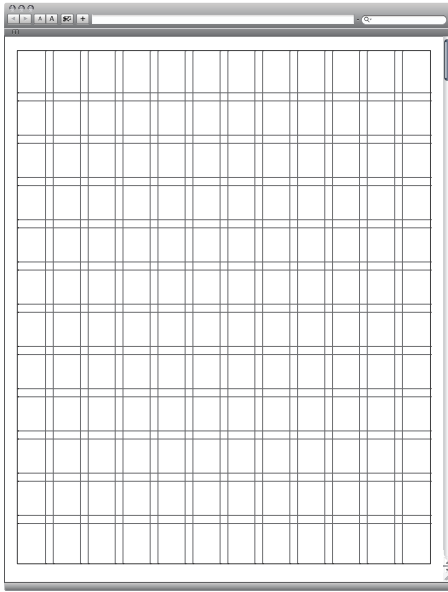
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

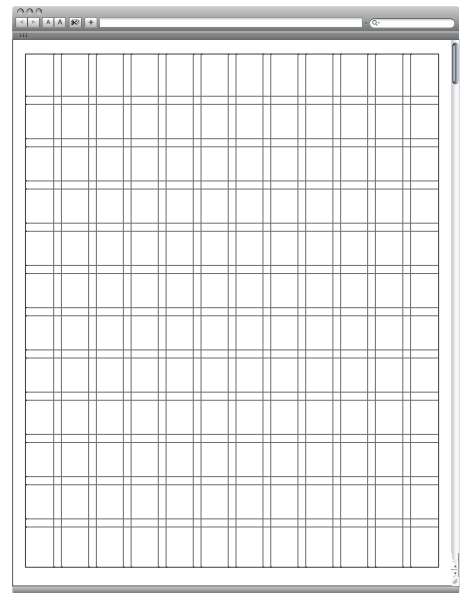
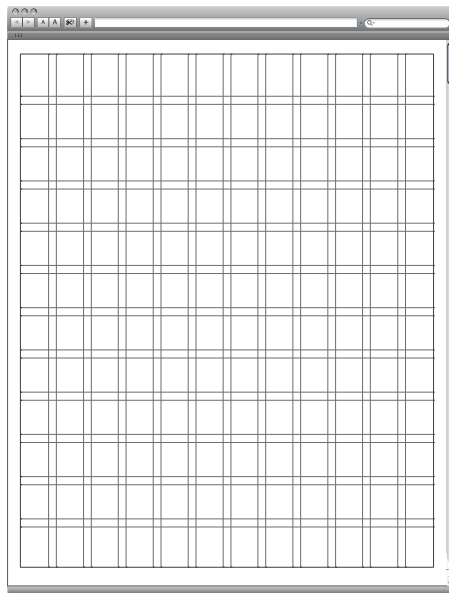
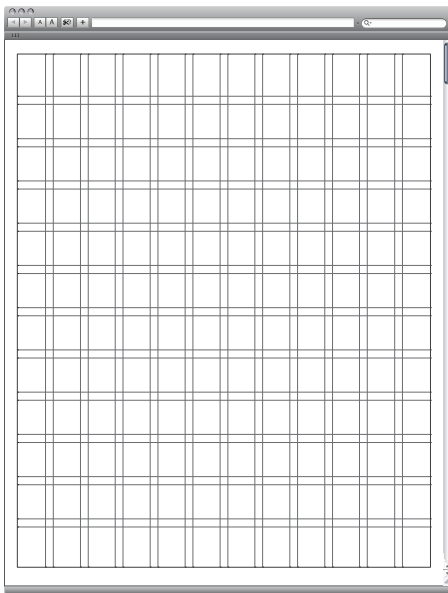
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Title:

Title:

Title:



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★

Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★





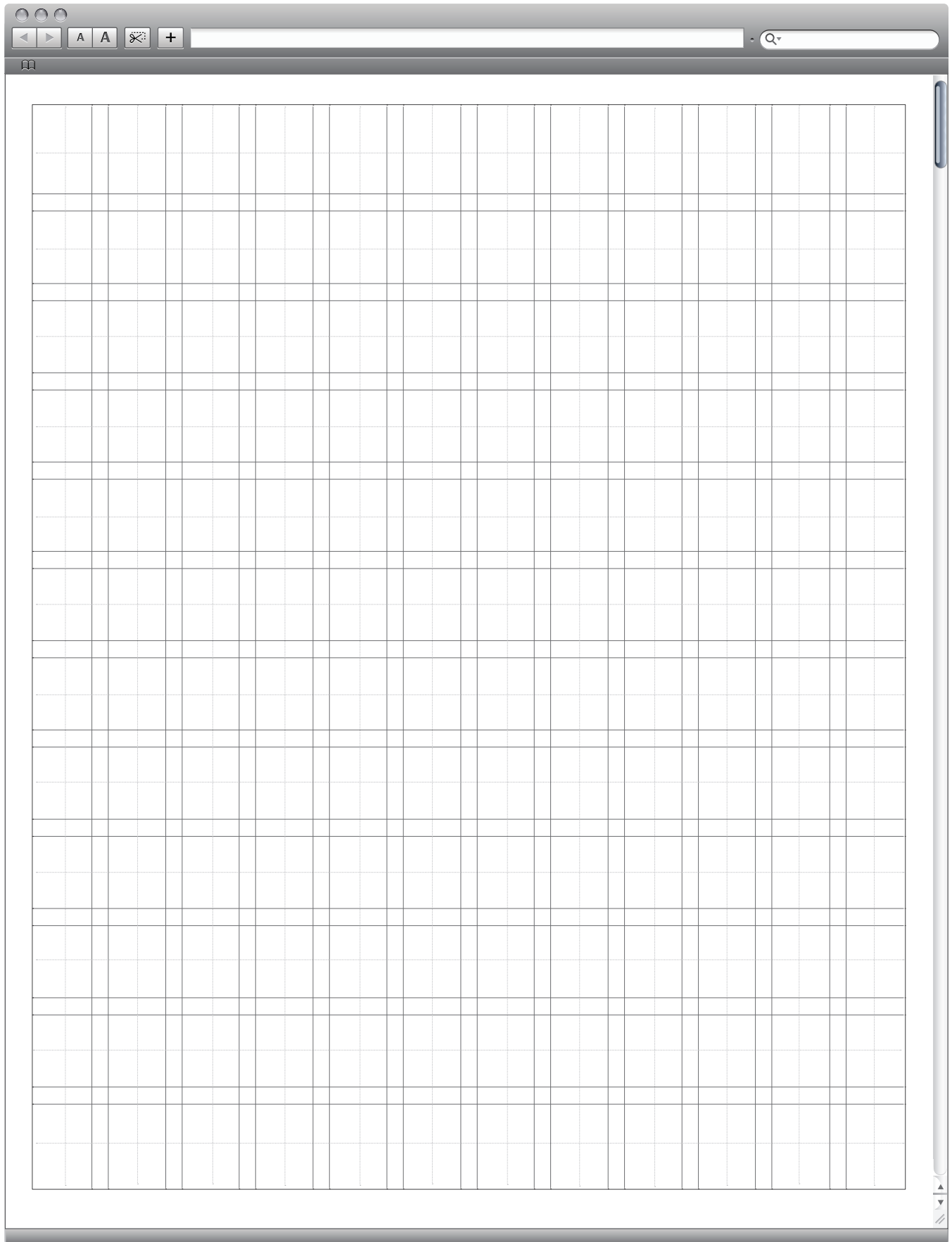






Project Name

Date



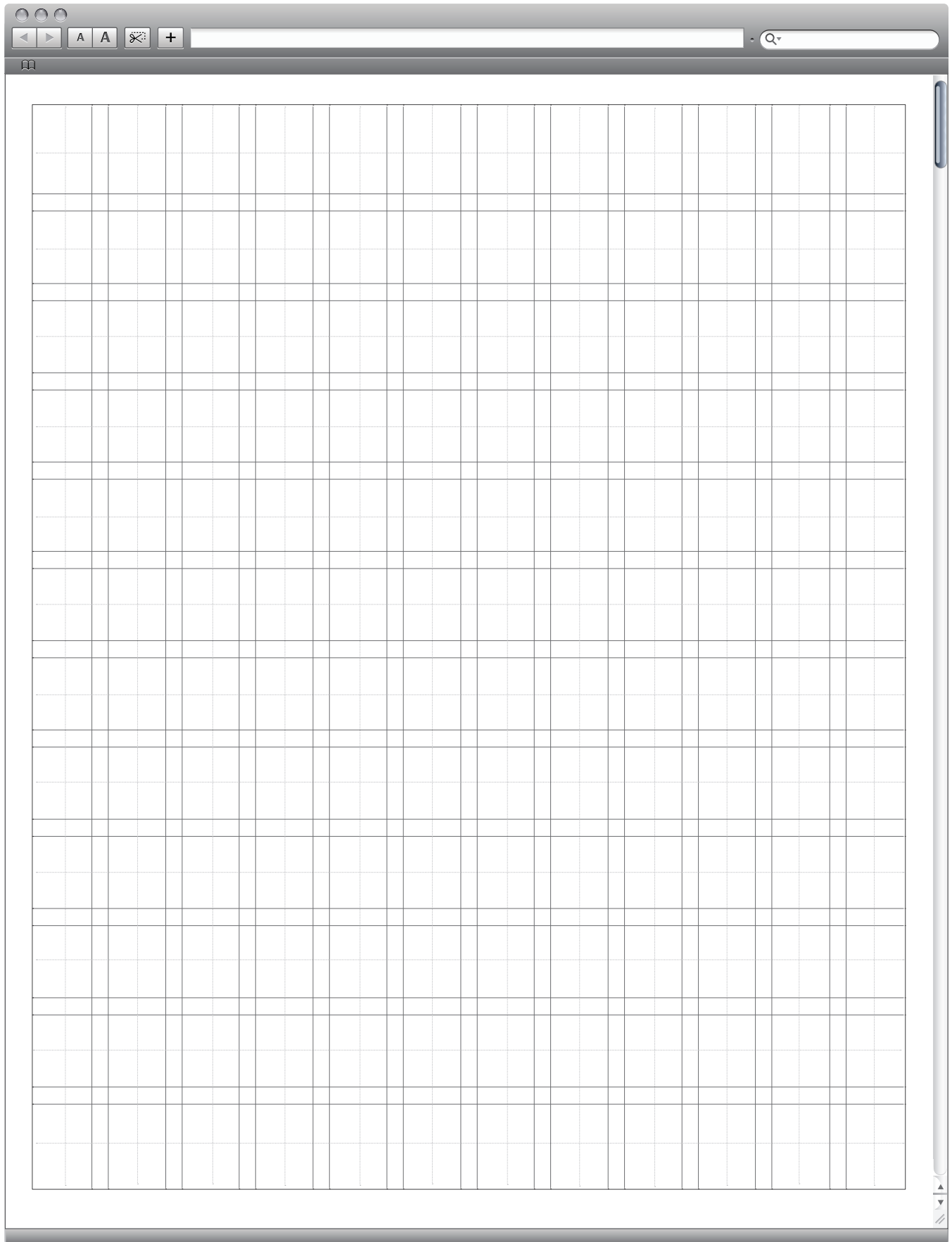
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★



Project Name

Date



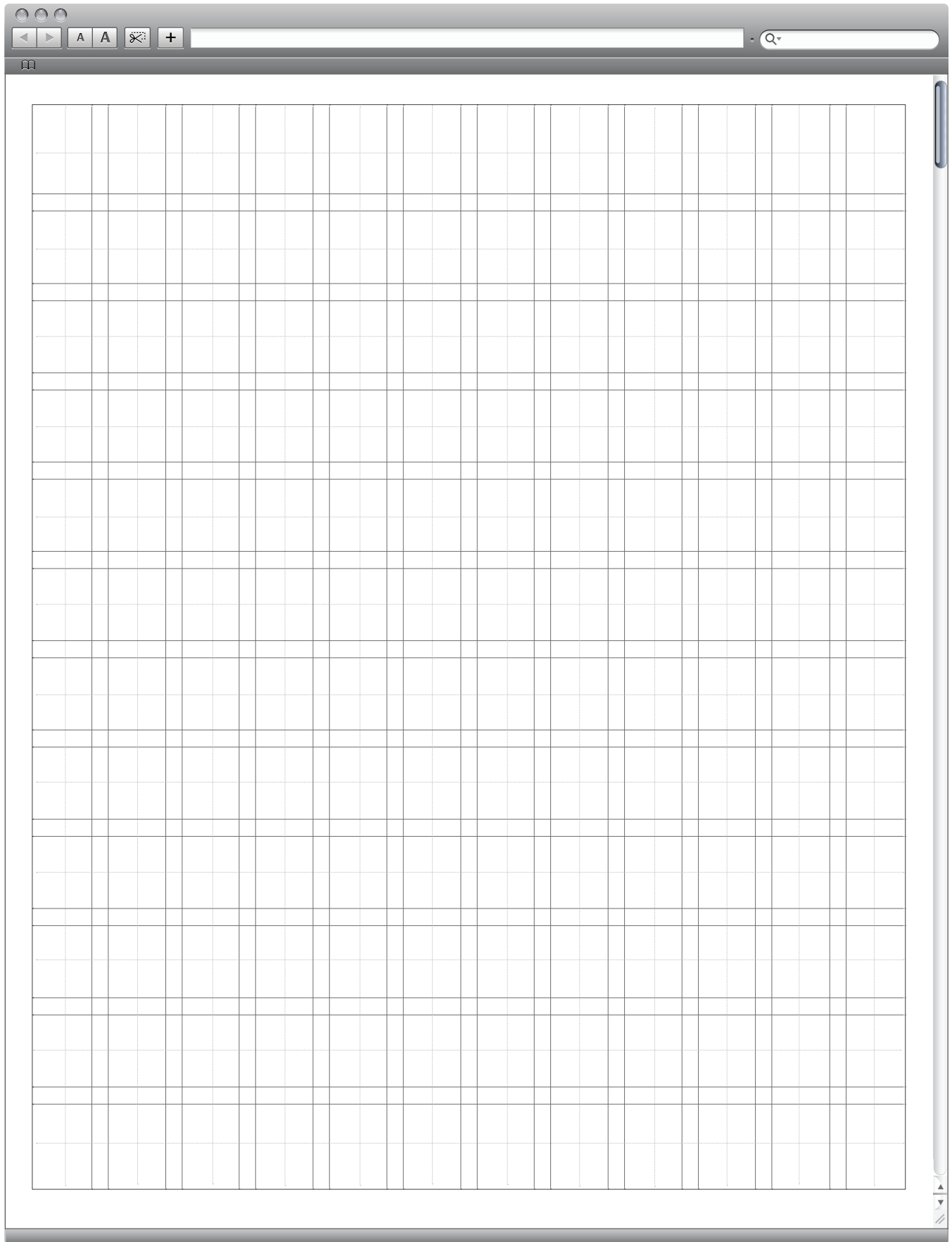
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★



Project Name

Date



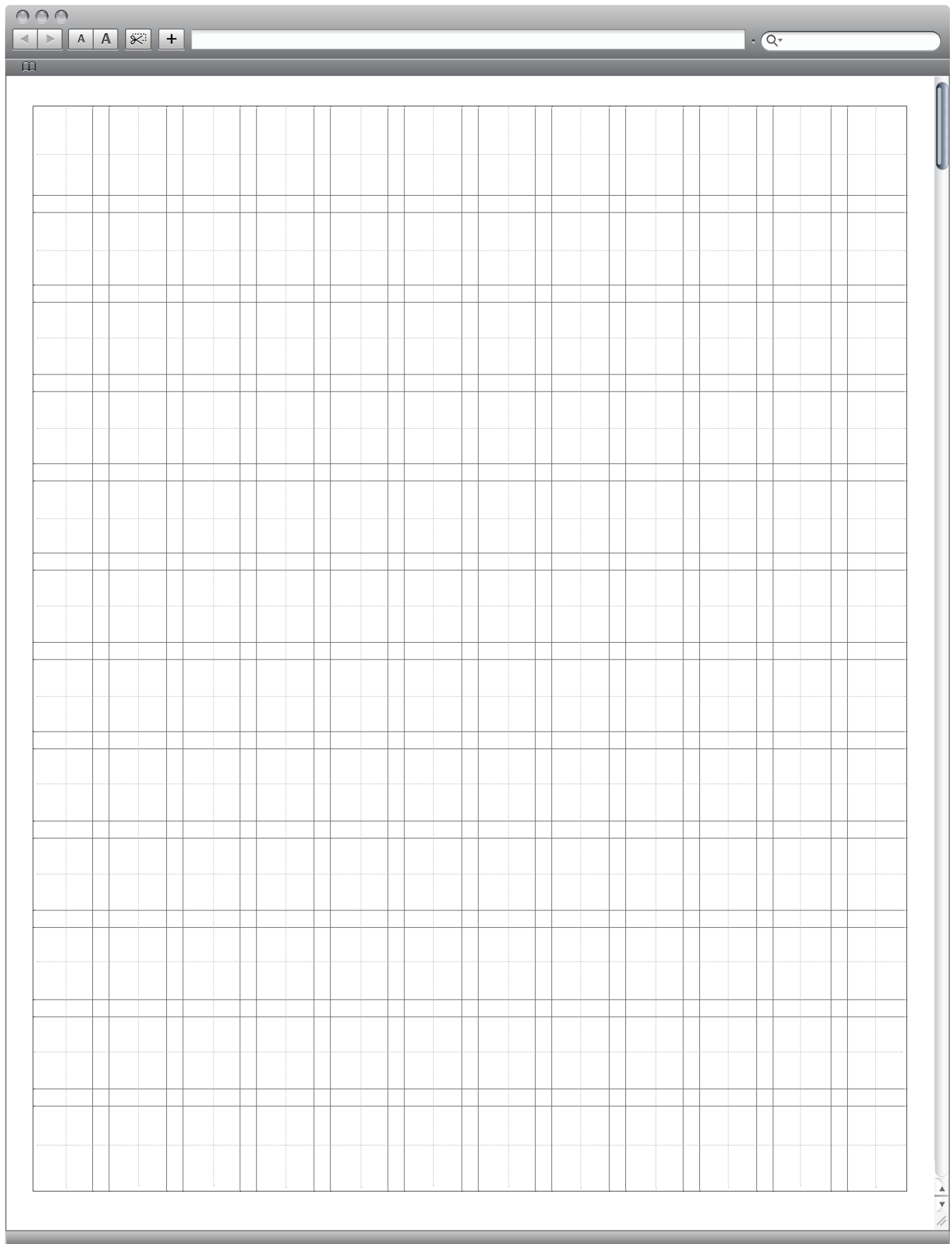
Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★



Project Name

Date



Sketch #:  
Resolution:

Rating ★ ★ ★ ★ ★