

Halyard Consulting

The Importance of Client Discovery

Discovery

A Little Introspection Can Go A Long Way

- Discovery is a survey presented to the client:
 - Understand the objectives of the company.
 - Educate us (Halyard) on your company's goals.
 - Asks important internal questions about your company.
- The Dating Website Questionnaire for Businesses.
- NOTE: This isn't a requirements document.

What is Discovery

4 Segments of Discovery

Boring List of Questions Excluded

- Who
- What
- Where
- How
- Why

Business Information

- Problems
- Issues
- Challenges

Goals & Objectives

- Target Market
- Competitors
- Industry
- Social Media Profiles

Message & Audience

- Favorite Colors
- Key Elements
- Visitor Actions
- Analytics

Design & Layout

- Halyard Asks 25 Succinct Questions.
 - If we could do it in less we would.
- Seen 50 to 100 Question Surveys:
 - Maybe for Fortune 500 not SMBs.

Don't Overwhelm



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