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## DISCOVERY WORKSHEET

We’d like to extend sincere thanks for considering Big Sea as the studio for your upcoming project. In order to provide an accurate proposal, we ask that you complete this Discovery Worksheet. We find this not only aids in our overall assessment, but it also defines what you really want and need. Though we’d like you to be as specific as possible, we know some areas may remain a bit gray at this point. We’re happy to discuss those details later.

After completion, please email the document to info@bigseadesign.com.

## THE EASY STUFF

**Your name, title and company name:**

**Your snail mail address and phone number:**

**Website URL (or, proposed domain) – [www.example.com](http://www.example.com)**

 **Describe your company in 50 words (your elevator speech).**

**Describe the product, service, or concept your are trying to promote.**

**The type of project you are requesting:**

(*i.e. web design, blog deign, custom app development, social media, content & copywriting, branding, etc.)*

**Deadline for your project**:

**What is your budget for this project?** This helps us determine our capabilities and put together realistic recommendations, so even a rough estimate is helpful.

## THE NITTY GRITTY

Please list your five biggest competitors, both locally and nationally.

Please list 5 of your favorite websites that you would like us to use as ‘inspiration.’ Please let us know what you like most about them (or don’t like).

Your website should look and behave better than:
(List a few websites you do not like and let us know why).

Please list your mission and vision statements.

## YOUR LOYAL FOLLOWERS

**Describe your primary audience:**

(i.e., age, occupation, income, location, size of audience)

**Are you looking to widen the demographic range to appeal to a larger audience or simply appeal to more people within that demographic?**

**Why do you think your audience chooses you over your competitors?**

**What should be the goal or actions of your audience?**

(i.e., signing up for new service, purchasing a product, merely being entertained or educated)

## LOOK AND FEEL

**How is your company currently perceived?**

**Do you have a visual identity in place that meets your needs?**

**If you had to describe your company in one-word adjectives, what would they be?**

**(i.e., eco-friendly, sophisticated, trustworthy)**

**What *should* they be?**

**Are there any colors, graphical treatments, typography that you wish to employ in new/updated creative?**

**Do you have copy or overall content created?**

## BELLS AND WHISTLES

(Please note: These questions mostly pertain to interactive and technology development.)

**Social media: What do you like? Dislike? Want? Not want?**

(This includes forums, comment sections, RSS feeds, sharing, user-generated content, etc.)

**Will your website require media components like video, audio, podcasts, or photo galleries?**

**How many pages will the site consist of?**

(i.e., home page, about, contact; any subdivisions within sections)

**Do you have wireframes, a sitemap, or outline for the site?**

**Do you currently have a content management system or publishing platform in place?**

(Please list what you like/dislike. We may offer recommendations on switching depending on your needs.)

**If not, what is your experience level with CMSs?**

(Technologically-savvy vs. computers are scary)

**Will you require other programming needs?**

(i.e., third-party integration such as e-commerce or social sites, web apps, mobile-friendly)

**Do you have specifications on noncompliant older browsers?**

(We tend to stick with the modern browsers that adhere to current web standards such as Firefox, Safari, and IE 7 & 8, so we can’t always guarantee the website will look and function the same in older browsers.)

## ANYTHING ELSE?

We’ve covered a broad range of topics, but in case we missed anything you feel is vital to your project, please let us know.