



During discovery, we spend as much time as possible understanding your company, your current site (if you have one) and all aspects of project expectation & need. This includes learning about your audience, analyzing any current materials you might have and comparing your attributes to competition, both on- and offline. Our goal is to become an “expert user” in your field & organization so we can develop an understanding of the strategy behind your site and what value it can present to your target audience.

Client Questionnaire

Goal: Assess the Overall Situation

We will present you with a client survey that we have devised to best assess our relationship. We can give you this concise yet comprehensive questionnaire either via email, over the phone, or in person.

Visitor Profile Creation

Goal: Defined target & secondary audiences

At this point, we will use the data gathered from the Client Survey to get a strong sense of: who your site visitors are, why they will come to the site, and what tasks they will be performing.

Industry/Competition Analysis

Goal: To become “experts” in your field

Analyzing your industry to see what your competition is doing off and online is an integral part of the process. This will be done by: visiting multiple sites, performing tasks, etc.

Existing Materials

Goal: Understand Your Current Marketing Plan

Here, we wish to acquire as much material that you have compiled thus far on your company. This includes: brochures, annual reports, collateral, sample products, etc...

Technology (Audience Capability)

Goal: Identifying Your Audience’s Technical Capabilities

Once we know your audience, we’ll need to figure out what kind of site they can access. This ranges from platform to connectivity speed and types of programming languages to plug-ins.

Technology (Your Requirements)

Goal: Determine Your Technology Requirements

This is an only-if-it-applies step. We’ll give your our expanded tech check & determine if you desire back-end programming and we’ll have to employ additional workflow.

Overall Goal

To complete a situational analysis & define client & audience needs.

Key Deliverables

- ▶ Client Questionnaire
- ▶ Maintenance Survey
- ▶ Expanded Tech-Check
- ▶ Discovery Checklist
- ▶ User Profiles

Assessment Reports

- ▶ Website Review
- ▶ Competition Analysis



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