

[HAWRAF] Discovery Questionnaire

These are questions we ask potential clients after it is clear that there is a possible project, but prior to sending a proposal. Ideally, it gives us enough information to decide whether to move forward with a proposal and, if so, what the timeline and budget for that proposal should be.

**Whenever we can, we should try to introduce ourselves at the end, after having the appropriate information to cater our story and offering to the potential client's needs.*

ABOUT / TEAM

Who are you? What is your role?

How long have you been there?

How long has the company been around? What's its story?

How big is your team? What does it team look like?

Any other stakeholders or decision makers? What will their input look like?

How have you worked with vendors/studios in the past?

GOALS / CHALLENGES

What have you done so far? What has worked? What hasn't?

What are your challenges?

What are you trying to communicate?

How would you measure success for this project?

GENERAL

Who are your primary and secondary target markets?

What's your budget?

Where is your funding coming from?

Timeline?

BRAND

Do you have an established brand?

Art direction? Photography?

WEBSITE

FUNCTIONALITY

Who is using this site? What for?

Do you see this as a starter apartment, a 2-3 home, or a 10-year mortgage?

What does it need to do?

E-COMMERCE

How many sales do you do through your site per month?

How would you measure success for your site?

TECH STACK

Do you have a domain, and if not is there a domain you have in mind? Subdomain?

If you have a domain where is it registered (follow-up, need info)?

Do you want to own the domain or do you want us to purchase and manage it?

Is the site already hosted? Do you want to host it or do you want us to handle hosting?

Have you used a CMS before? Which & Preferences?

OUTRO*

We talk about ourselves.

