

## Discovery Overview

To build a successful development project, you need a successful plan that is in sync with your goals and objectives. It is important to have a well-defined blueprint. A detailed plan will help you articulate your vision, define your priorities, and know what resources you need to invest in.

**That's where the Discovery process comes in.**

## **Why is the Discovery Process so Important?**

Would you ever build a house without sitting down with your architect and discussing all of your needs? Would you ever build without a blueprint? The answer, of course, is no. There's a reason we don't send builders out to the job site to pound boards together without a detailed plan of what they're building and why. Without a well-thought-out plan, you wouldn't end up with the house of your dreams—the house that has all of the qualities, feeling, and features you envisioned when you decided to build your new house. Simply put, not consulting an architect is risky and can waste time and money.

A development project is no different. Before embarking on the journey of evaluating your current and future plans, you need to work with your architect (us) to design your project that will deliver on the goals and results you're looking for.

## **What is the Discovery Process Like?**

In our Discovery process, we don't take a one-size-fits-all approach. The process is designed to be individualized, modular, and comprised of different workshops. Having an individualized or modular model means workshops can be added or subtracted depending on what's needed. This way, subject matter experts can be brought in on an as-needed basis, too. After the process is complete, you'll get a final project scope and estimate so you have a clear understanding of the full project scope and actionable next steps.

## **What Exactly are Discovery Workshops?**

The different workshops and activities within each module are meant to make the process as fun and painless as possible while focusing on the primary purpose of determining project requirements.

The **Kick-Off Workshop** focuses on information gathering and learning more about the vision for the project.

<b>Time:</b>	90 minutes
<b>Attendees:</b>	Executive Sponsor, Project Lead
<b>Optional Attendees:</b>	Key Stakeholders
<b>Preparation:</b>	Current and future needs and the “why” behind this project
<b>Discussion:</b>	Definition of success, goals for the project
<b>Outcomes:</b>	Executive Summary

The **Technology and Features Workshop(s)** defines the features, functionality, and necessary integrations.

<b>Time:</b>	1.5 – 2 hours per meeting (typically will require anywhere between 2 – 4 meetings depending on complexity of project)
<b>Attendees:</b>	Project Lead
<b>Optional Attendees:</b>	Executive Sponsor, Key Stakeholders
<b>Preparation:</b>	Technology/systems that the project needs to integrate with
<b>Discussion:</b>	Technology needs, Feature functionality
<b>Outcomes:</b>	Technology Summary, Feature Inventory

The **Design Workshop** determines the brand and design expectations, as well as the requirements for design and user experience.

<b>Time:</b>	1.5 – 2 hours
<b>Attendees:</b>	Project Lead
<b>Optional Attendees:</b>	Executive Sponsor, Key Stakeholders
<b>Preparation:</b>	Brand guidelines, Review architecture
<b>Discussion:</b>	Brand and design expectations
<b>Outcomes:</b>	Architecture, Project design

The **Architecture Workshop(s)** determines the final architecture of the project.

<b>Time:</b>	1.5 – 2 hours (may require more than one meeting depending on complexity of project)
<b>Attendees:</b>	Project Lead
<b>Optional Attendees:</b>	Executive Sponsor, Key Stakeholders
<b>Preparation:</b>	Additional content in other channels
<b>Discussion:</b>	User experience expectations
<b>Outcomes:</b>	Sitemap

The **Content Workshop** defines who the audience for content is, what content already exists, what content is still needed, and who will be doing what in the content development process.

<b>Time:</b>	1.5 – 2 hours
<b>Attendees:</b>	Project Lead
<b>Optional Attendees:</b>	Executive Sponsor, Key Stakeholders
<b>Preparation:</b>	Additional content in other channels
<b>Discussion:</b>	Content needs and expectations
<b>Outcomes:</b>	Content inventory

And finally, the **Scope Presentation** presents the final scope and estimate for the entire project.

<b>Time:</b>	60 minutes
<b>Attendees:</b>	Executive Sponsor, Project Lead
<b>Optional Attendees:</b>	Key Stakeholders
<b>Preparation:</b>	--
<b>Discussion:</b>	Presenting scope back to the client
<b>Outcomes:</b>	Statement of work, Mock ups, Blueprint of solution, Full scoping document.

## What's the Timeline?

While every Discovery project is different, the typical range of time that most Discovery processes take is **approximately 4-10 weeks** (meeting with the client one time per week) from beginning to end depending on the number of sessions required throughout the course of the project.