



Discovery Document

# DISCOVERY

<http://www.saifulbouquet.com>

## Objective:

Provide deep understanding into Saiful-Bouquet objectives, requirements, needs and overall vision for the new website.

## BRAND

### 1. Describe your business in 50 words (your elevator speech).

One of the largest pure structural engineering firms in California

### 2. Describe the product, service, or concept you are trying to promote.

Structural Engineering

### 3. Please list the mission and vision statements.

#### MISSION:

TBD...

#### VISION:

TBD...

### 4. Describe the primary audience:

Architects  
Developers  
Municipalities  
TBD...



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

(i.e., differentiators)

**6. How is the company currently perceived?**

TBD...

**7. How do you want to be perceived?**

TBD...

**8. Are there any mythologies or perceptions about your business that you hope to dispel or reshape through this project?**

TBD...

**9. Do you have a visual identity in place that meets your needs? What is the story behind the logo? Do you have branding guidelines?**

TBD...

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

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

**11. What *should* they be?**

TBD...

## **CURRENT WEBSITE**

**12. What three words would you use to describe the current website?**

TBD...

**13. What is it that you like about the current site or find to be the most successful?**

TBD...



**14. What is it you dislike, or find to be the most challenging?**

TBD...

**15. What do you think are the most successful elements of the homepage in drawing in users?**

TBD...

**16. Imagine a typical prospective client browsing your current site. What would they be thinking?**

TBD...

## **WEBSITE**

**17. Please identify three over-arching goals for the future website.**

TBD...

**18. What's the first thing you want visitors to know about the company when they visit the site?**

TBD...

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

TBD...

**20. Please list 5 of your favorite websites that you would like us to use as 'inspiration.'**

TBD...

**21. Our website should look and behave better than:**

(List a few websites you do not like and let us know why).



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

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

## **VISUAL**

**23. Are there any colors, graphical treatments, typography that you wish to employ in the new site?**

**24. Overall Tone:**

Cold, warm?

Fun, formal?

Trendy, classic?

Loud, quiet?

Unique, familiar?

Conservative, progressive?

Traditional, innovative?

Masculine, feminine?

Energetic, laid back?

Spontaneous, orderly?

Young, old?

## **TECH**

**25. Define user roles (front and backend):**

Customer

Admin

TBD...

## **ASSETS**

**26. Do you have an inventory of any existing style guide, color palette/pantone colors, logo files and guidelines and supporting fonts.**

TBD...



**27. Any Video and/or photography?**

TBD...

**28. Any Social media handles?**

**Facebook:** TBD...

**Twitter:** TBD...

**Pinterest:** TBD...

**Instagram:** TBD...

**29. Any Analytics information (google account)?**

TBD...

**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.