

**Discovery Questions**

Company Name

divider.png

These questions help us to get a really good feel for your business. The more we know about your business, its problems and the goals that you have the better we will be at helping you define a Roadmap to reach those goals.

Please do your best to answer all of these questions before our first meeting. If you don’t have an answer, that’s okay, but at least take a stab at it.

**Background**

**Where did the idea come from?**

**How did your business get started?**

**What are your goals?**

**What would a realistic budget look like?**

**How much revenue did your business make last year?**

**What impact would this project have on your future revenue?**

**Where is the funding coming from?**

**What is the business model?**

**What is your unique value proposition? That is, what makes you better than the competition?**

**Users**

**Who are your target audience/users? Be as detailed as possible.**

**How are you going to reach these users?**

**What is the problem you are trying to solve for your users?**

**How are they solving that problem now?**

**Why does that work/not work?**

**Validation**

**How many potential customers have you talked to?**

**What questions did you ask them? Be specific about the language that you used.**

**How did they respond? Be specific.**

**Have your potential customers paid someone to fix this problem in the past?**

**Project Details**

**What are the biggest risks in taking this project on?**

**Who is the product owner (decision maker on product changes)?**

**Who are the stakeholders (affected by the product changes)?**

**What does success look like? What metrics will be used to define the success of this project?**

**Who is your primary competition?**

**Brand**

**What emotions or adjectives should people associate with the brand?**

**How would you like to be perceived? What do you want your brand to say about you?**

**What is your favorite color? Least favorite color?**

**Etc.**

**What else do you want to add? If you have any metrics, notes, research, interviews, etc. those would be great to have.**