

Design Discovery

Company:

Designer:

Client:

Project Name:

Date:

Description / Details:

Design Discovery

What objectives are you trying to achieve with this site design / redesign?

Think in terms of what RESULTS you are trying to obtain, rather than what specific items or functionality you want on the site. RESULTS drive features and functionality.

Rank the importance of all your site objectives.

No objectives can be equal, period.

What is the primary “action” the site visitor should take when coming to your site (make a purchase, become a member, search for information?)

What different types / segments of users visit your site? ie: customers, employees, upper management, job hunters...etc

Rank your users groups / segments in terms of importance.

No users can be 100% equal in terms of importance... period.

What tasks are your user groups and segments trying to accomplish when they visit your site?

Rank the importance of those users tasks.

IE: 90% of users look for contact information, but only 5% read the latest news.

What do your target users care about?

What are your main selling points, what is most important to them, etc...

How computer savvy are your users?

Do they have new computers, surf the internet frequently, use social media, have websites themselves, etc...

How are you going to promote your site?

(SEO, PPC, Viral, Social Media, PR, Traditional Adv, E-mail, Banners, Affiliate Marketing)

If you could communicate only one message to visitors, what would it be?

One clear, simple concise thought. No run on sentences.

Do you have any pre-established brand themes, colors or imagery?

What should users think or feel when they look at the design of your site?

Try to keep this to less than three sentences or thoughts.

Are there any colors, images or graphics that your users are used to seeing?

(ie: industry colors, industry standards of types of graphics or photos, etc...)

List the URLs of any sites you find compelling.
What specifically do you like about these sites?

What are your competitors doing with their website?
(in terms of both design or content)

Design Discoverv

Select ONE word from each row to determine the design tone. The word pairs are opposites so if you can't definitively select one word over the other you should select neither.

CONSERVATIVE	NEITHER	PROGRESSIVE
COLD	NEITHER	WARM
TRADITIONAL	NEITHER	INNOVATIVE
FUN	NEITHER	SERIOUS
MASCULINE	NEITHER	FEMININE
CASUAL	NEITHER	FORMAL
ENERGETIC	NEITHER	LAID BACK
TRENDY	NEITHER	CLASSIC
SPONTANEOUS	NEITHER	ORDERLY
LOUD	NEITHER	QUIET
SOLITARY	NEITHER	POPULAR
UNIQUE	NEITHER	FAMILIAR
YOUNG	NEITHER	OLD

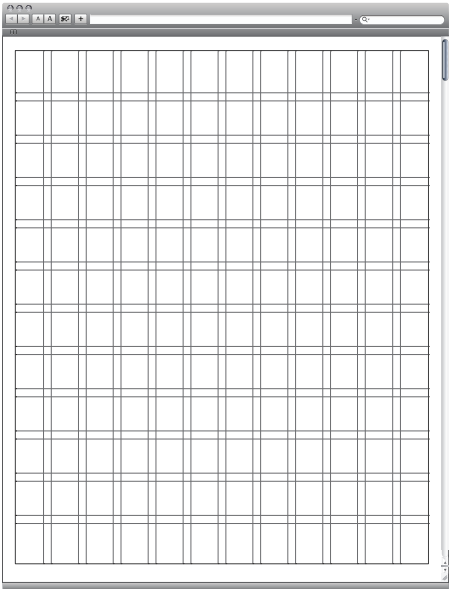
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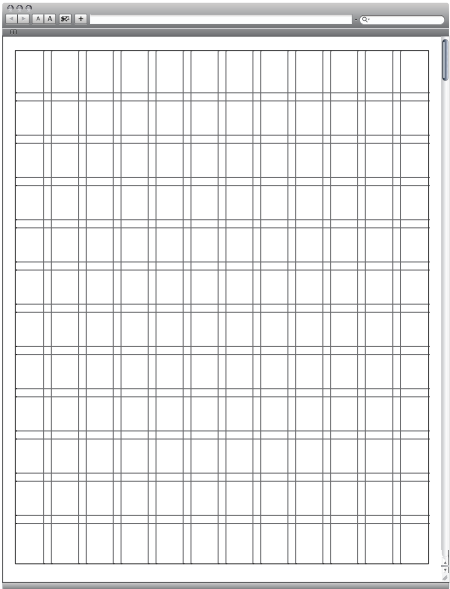
Design Sitemap

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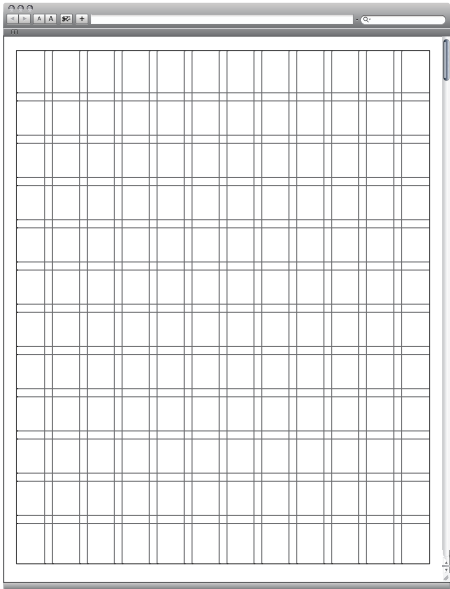
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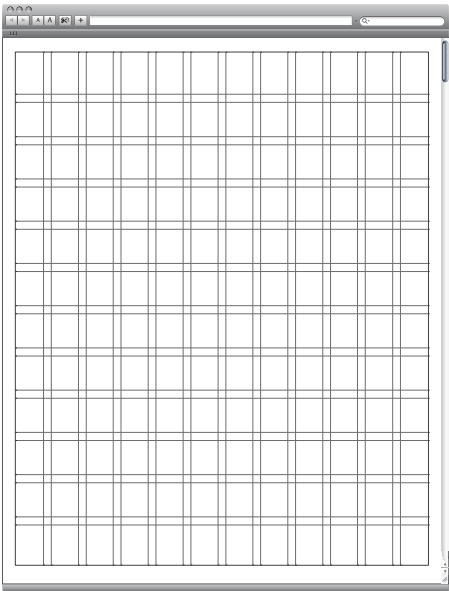
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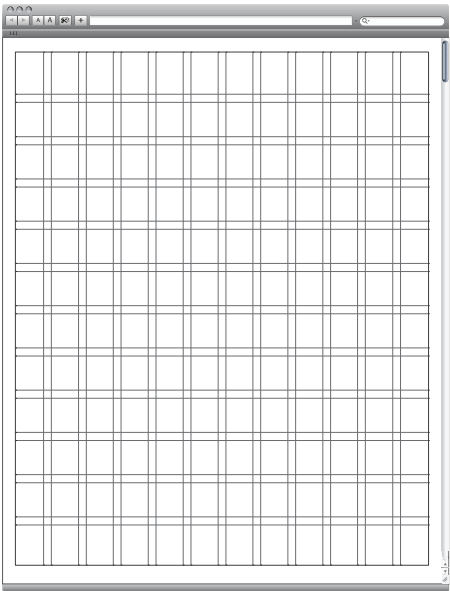
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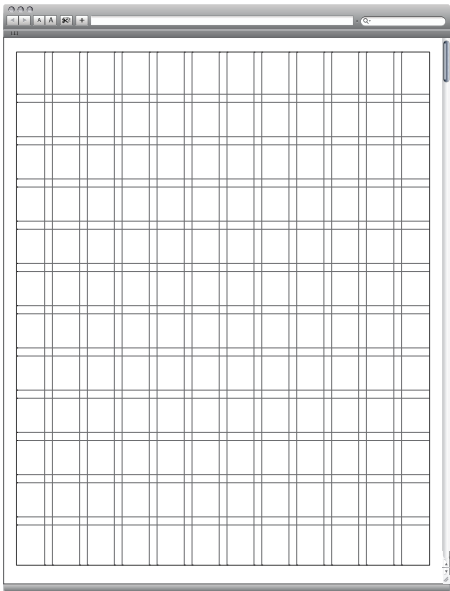
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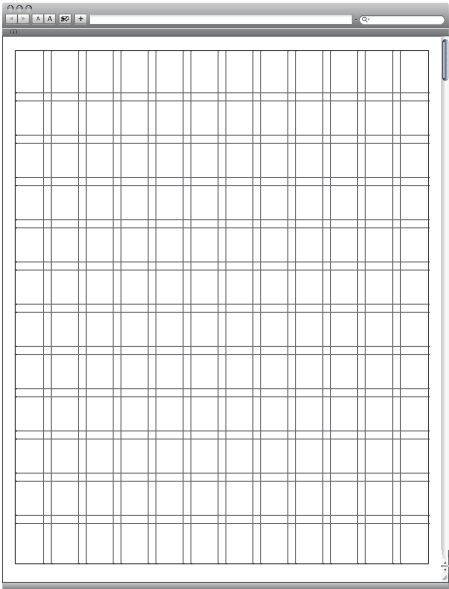
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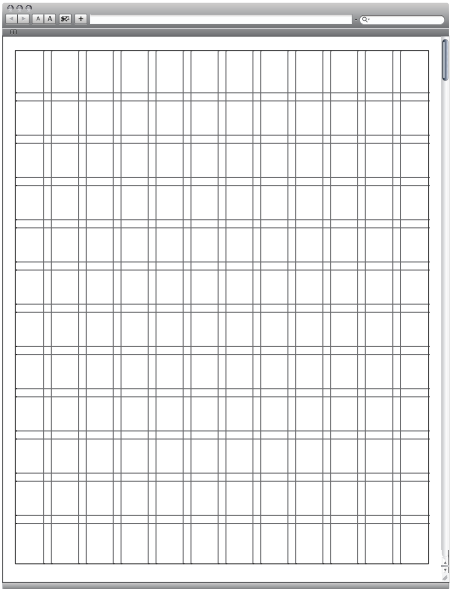
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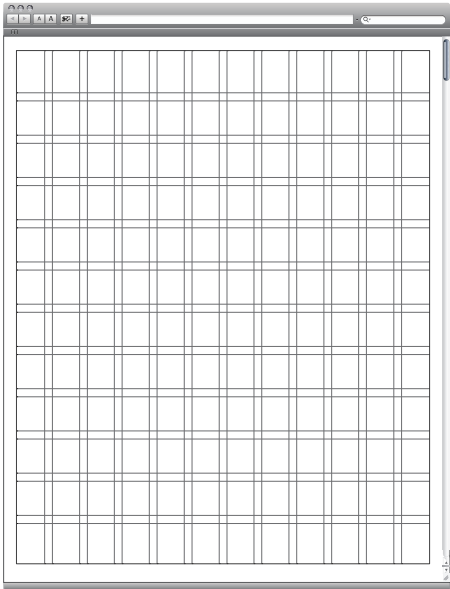
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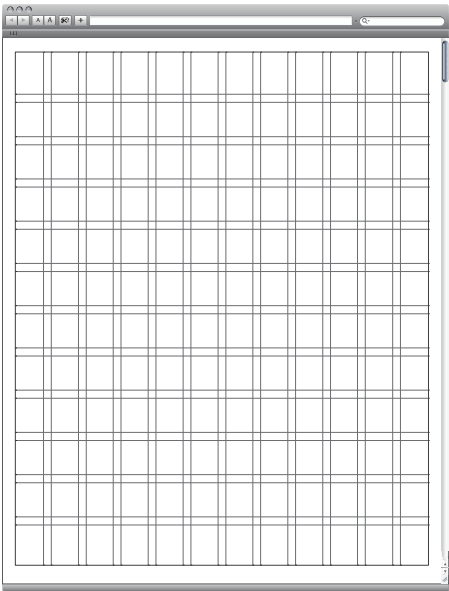
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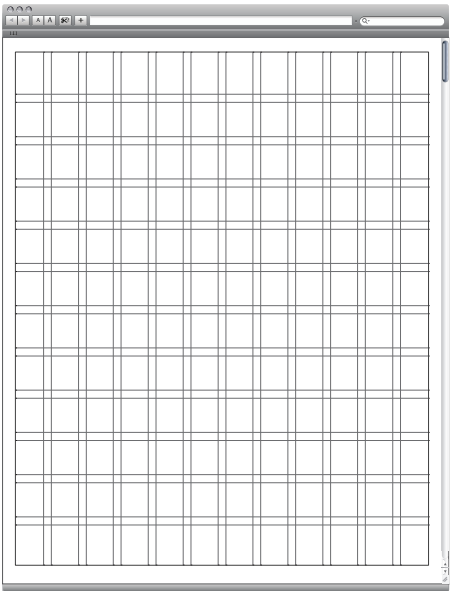
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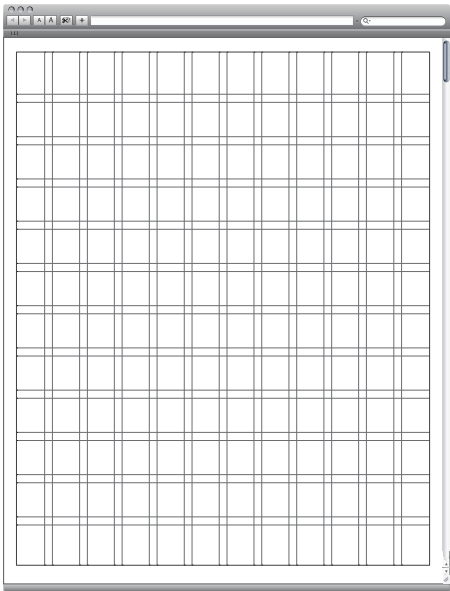
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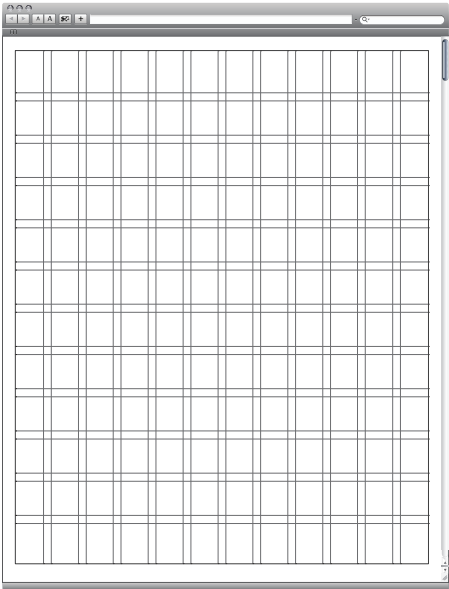
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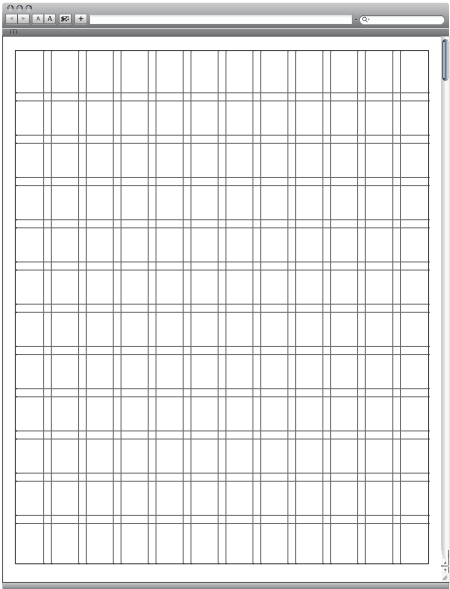
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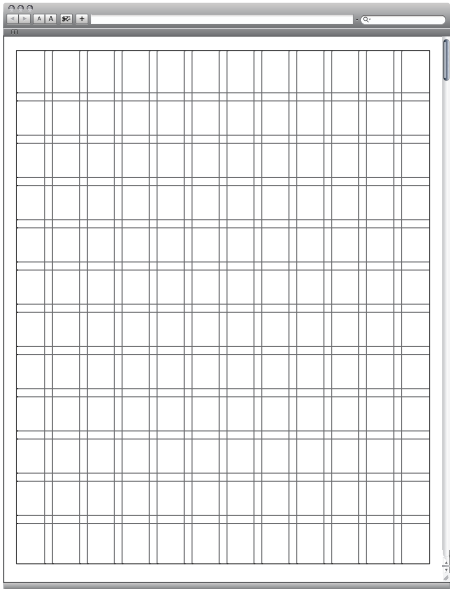
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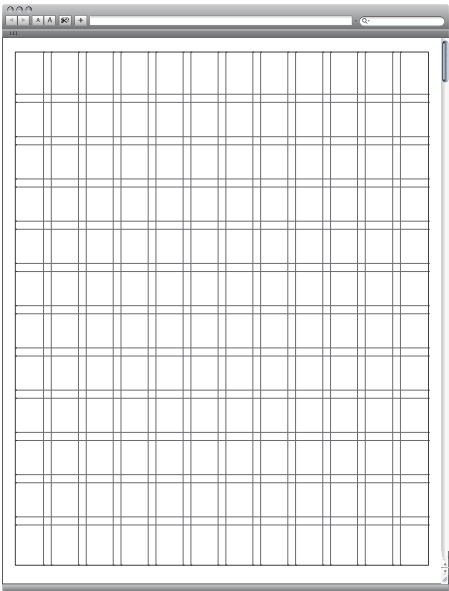
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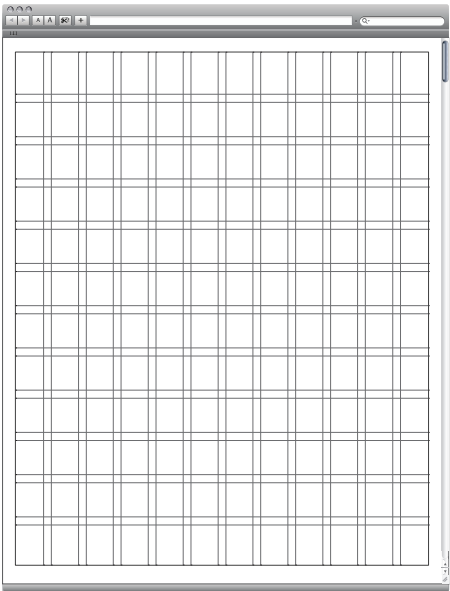
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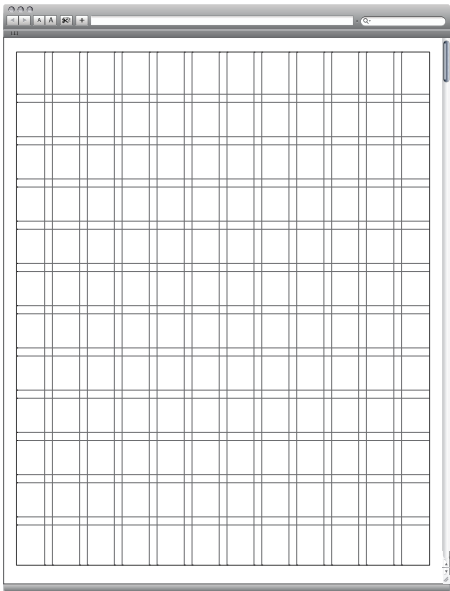
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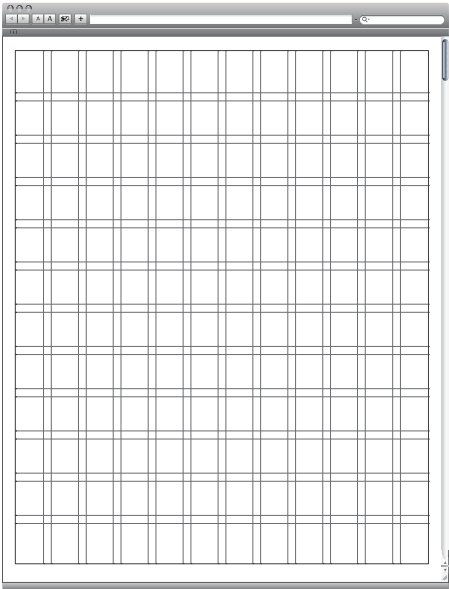
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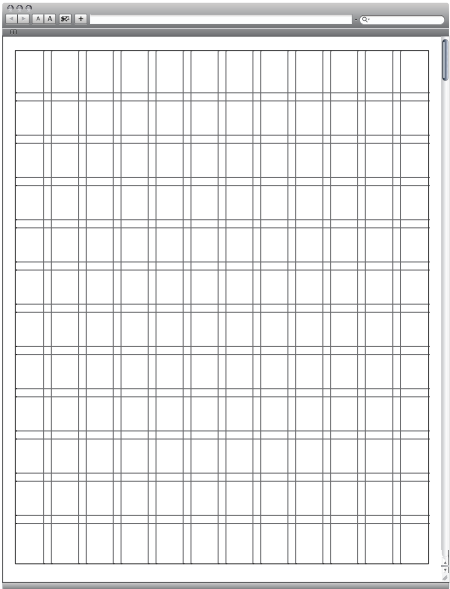
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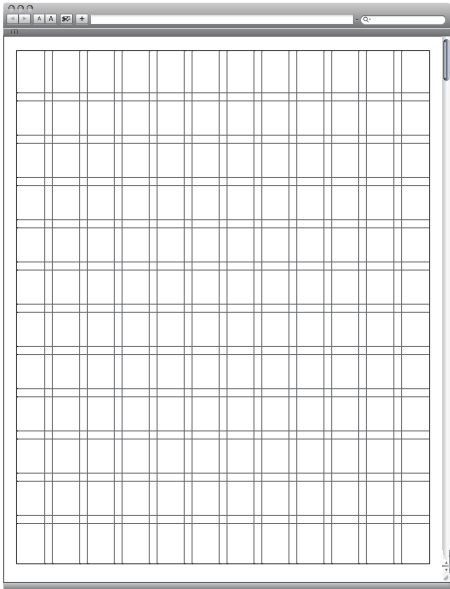
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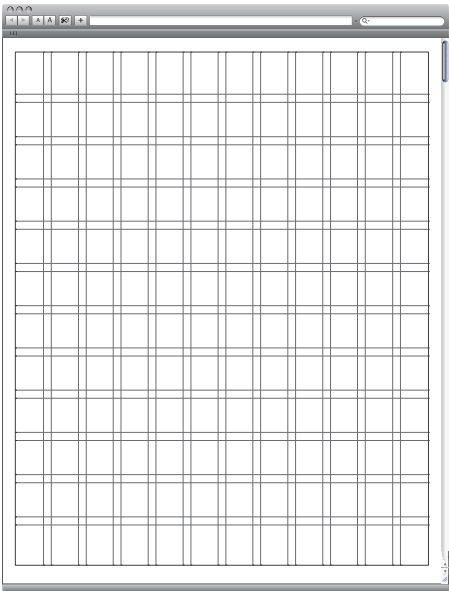
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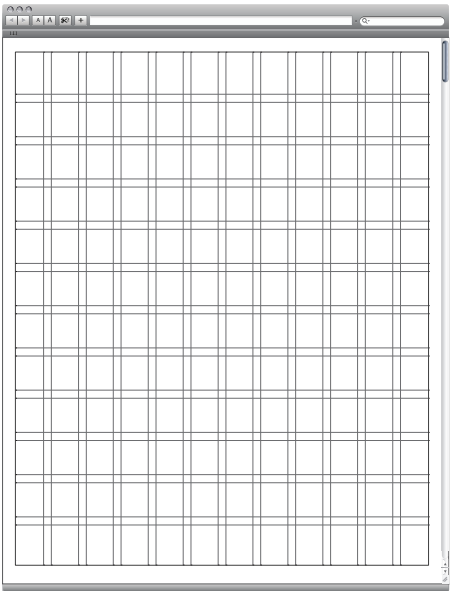
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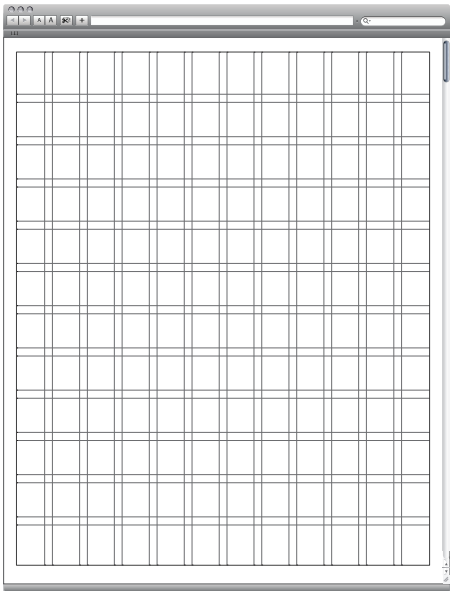
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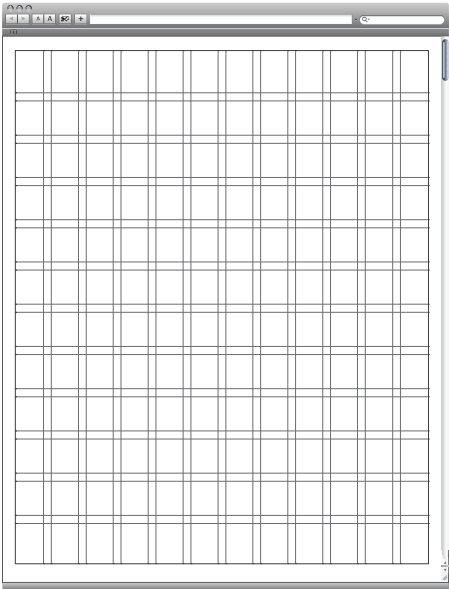
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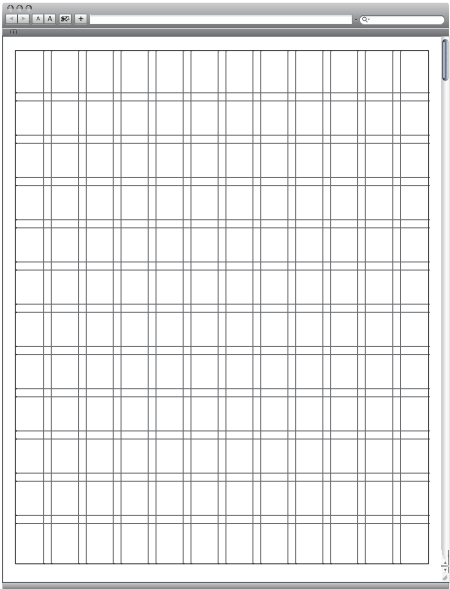
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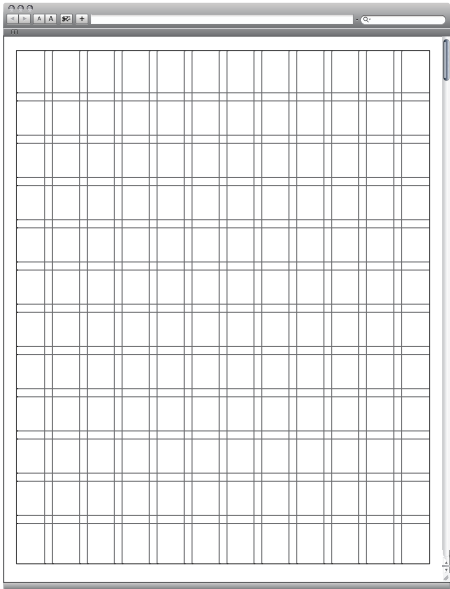
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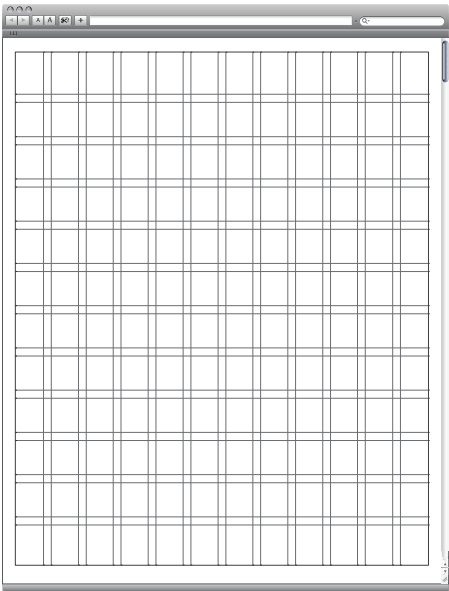
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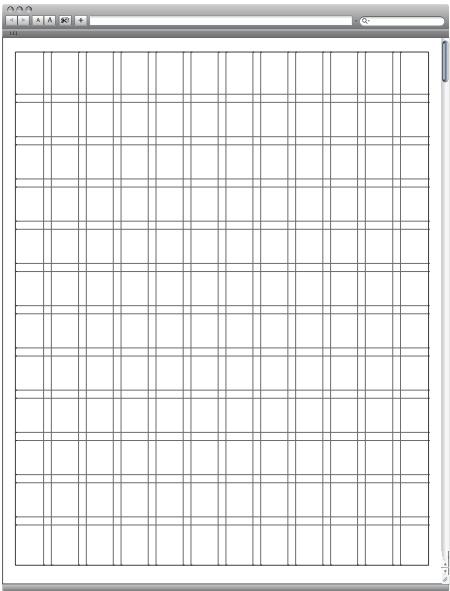
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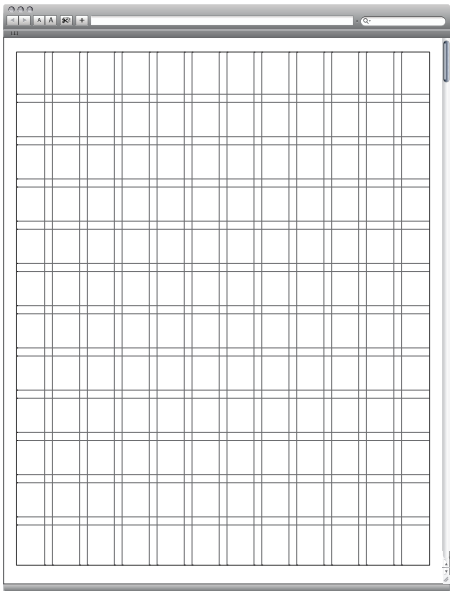
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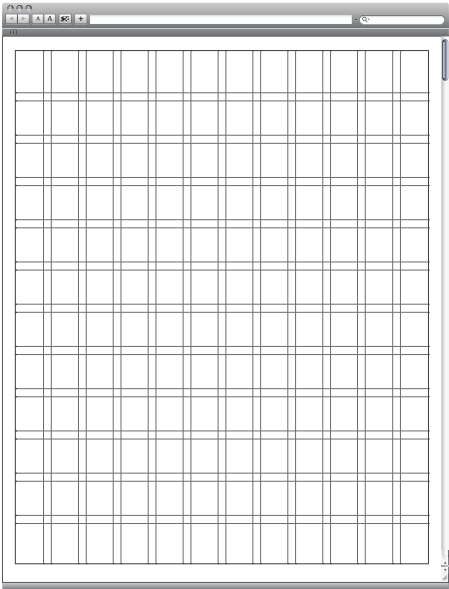
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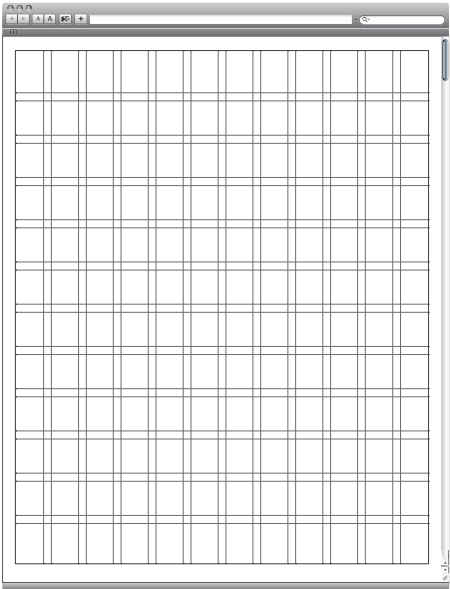
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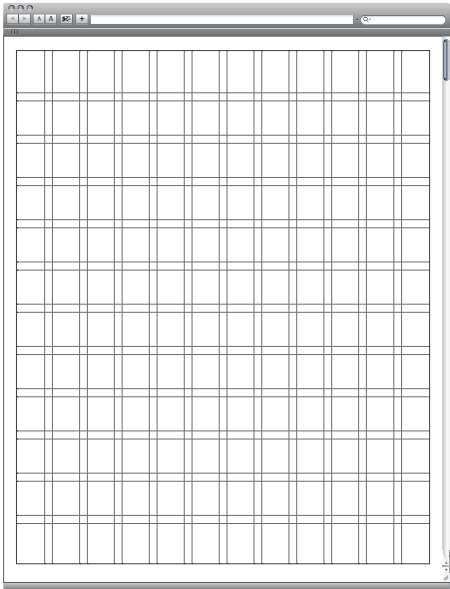
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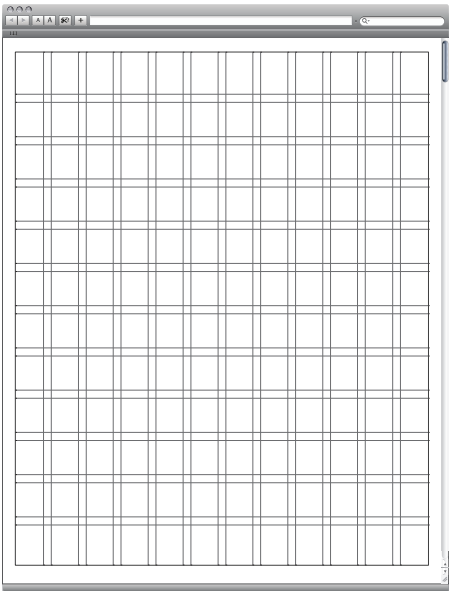
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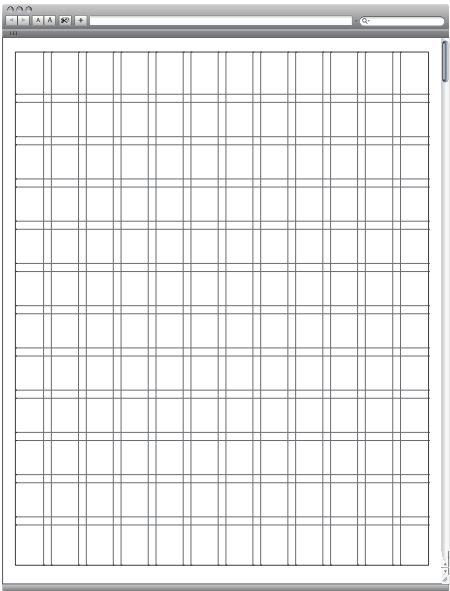
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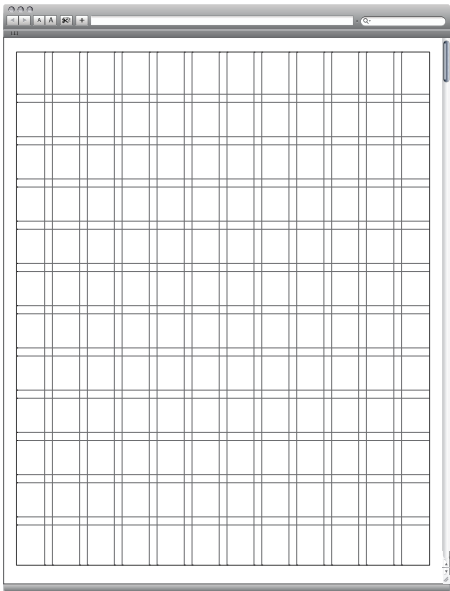
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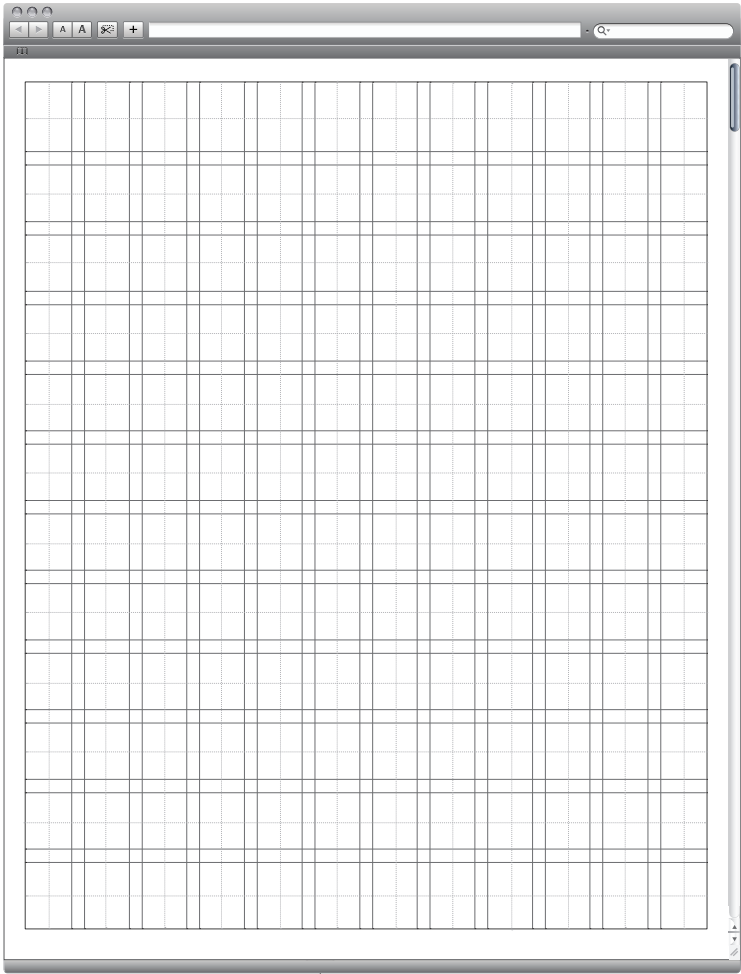
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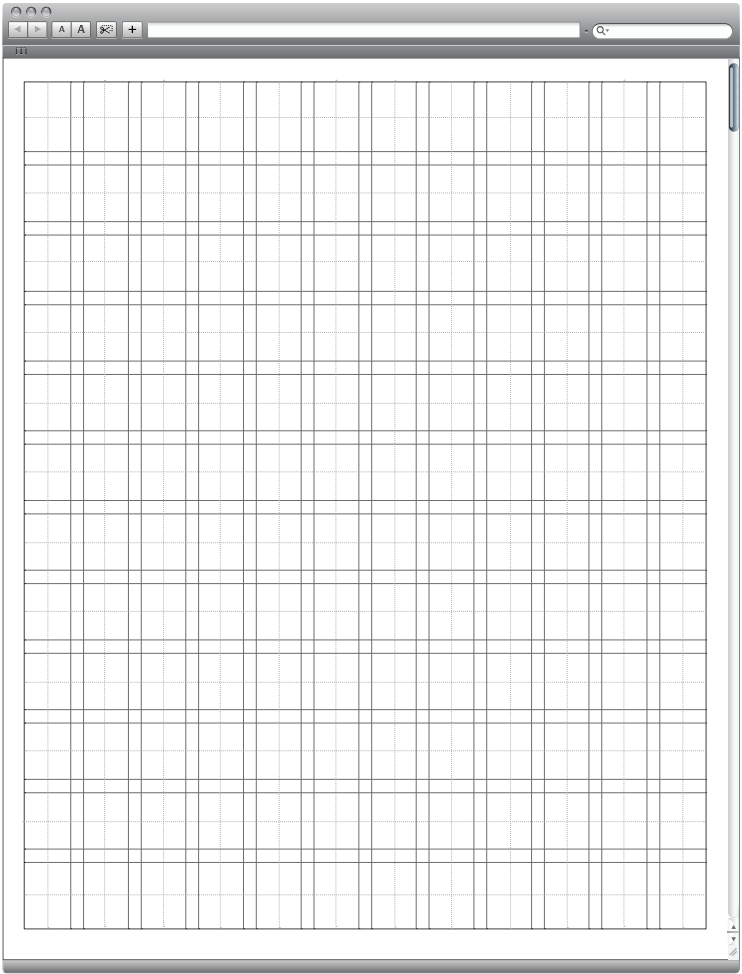


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Rating ★ ★ ★ ★ ★

Concept Notes

Horizontal lines for concept notes.

Title:



Sketch #:
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Concept Notes

Horizontal lines for concept notes.

Project Name

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Title:

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Concept Notes

[illegible]

Title:

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Sketch #:
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Concept Notes

[illegible]

Project Name

Date

Title:

This image shows a full page of graph paper. At the top, there is a header bar containing navigation icons (back, forward, search) and a search input field. Below the header, the main area is filled with a uniform grid of small squares. The grid consists of approximately 20 columns and 20 rows. A vertical margin line is visible on the right side of the grid. The overall appearance is that of a digital document editor interface.

Sketch #:
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Concept Notes

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Title:

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Concept Notes

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Project Name

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Concept Notes

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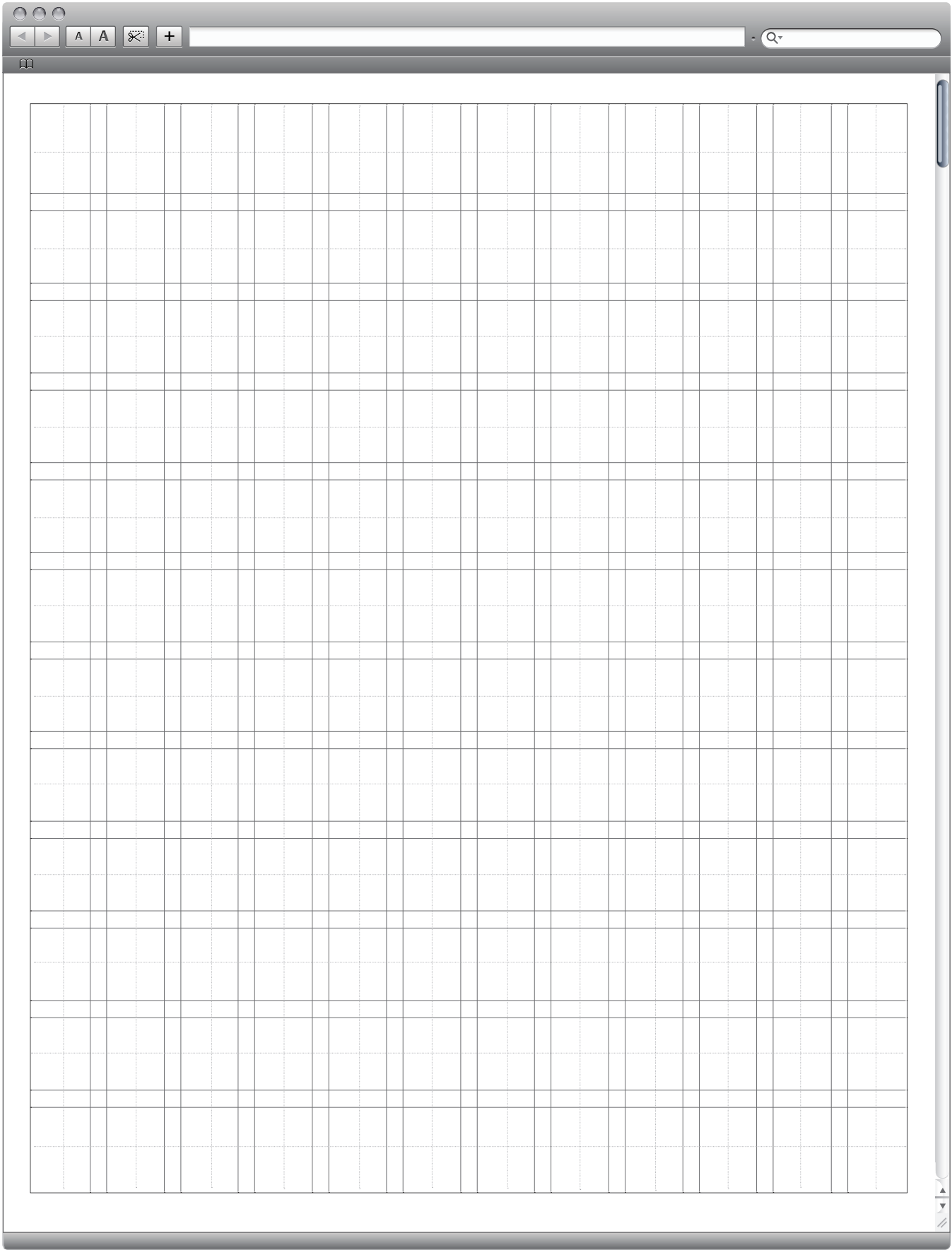
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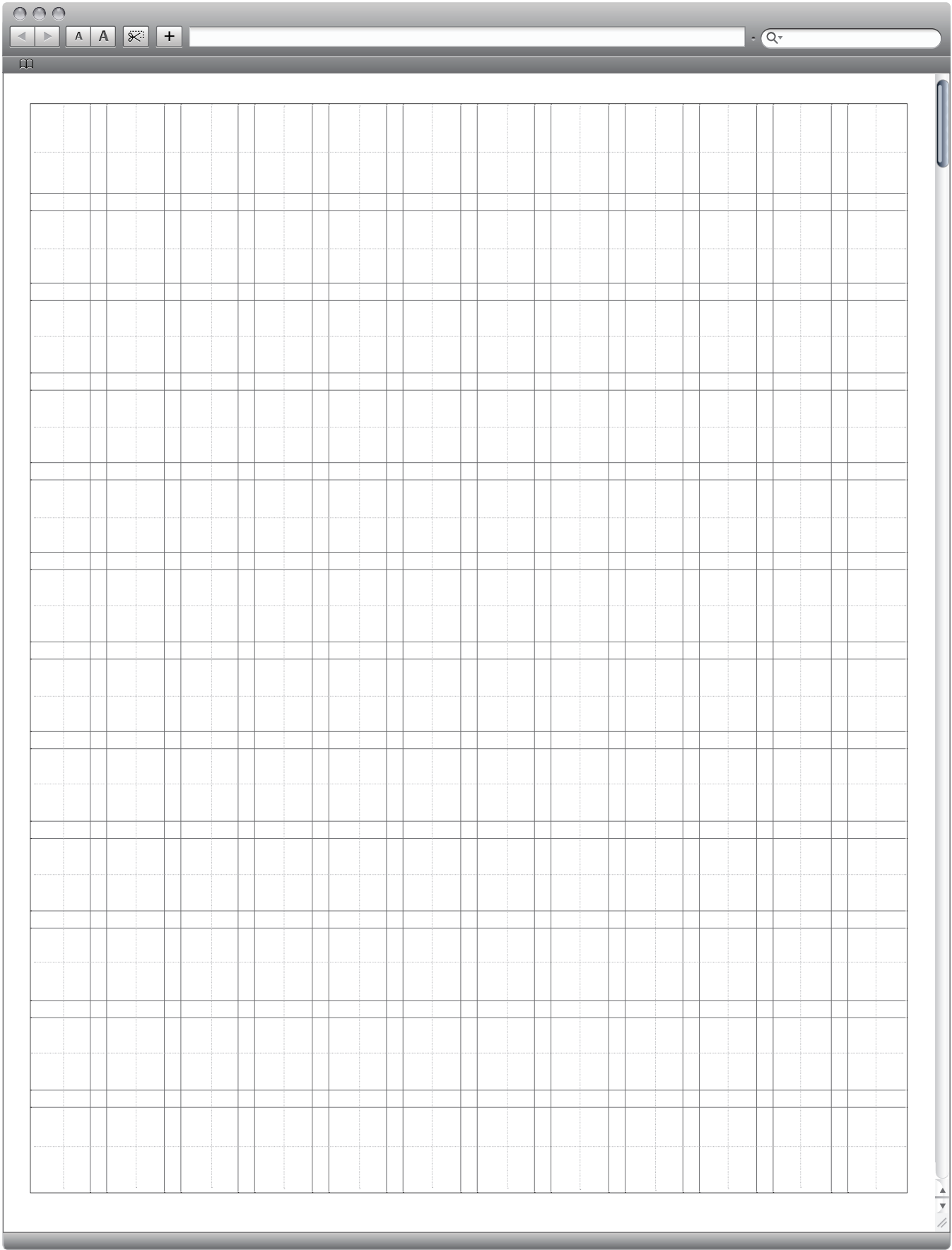
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Project Name

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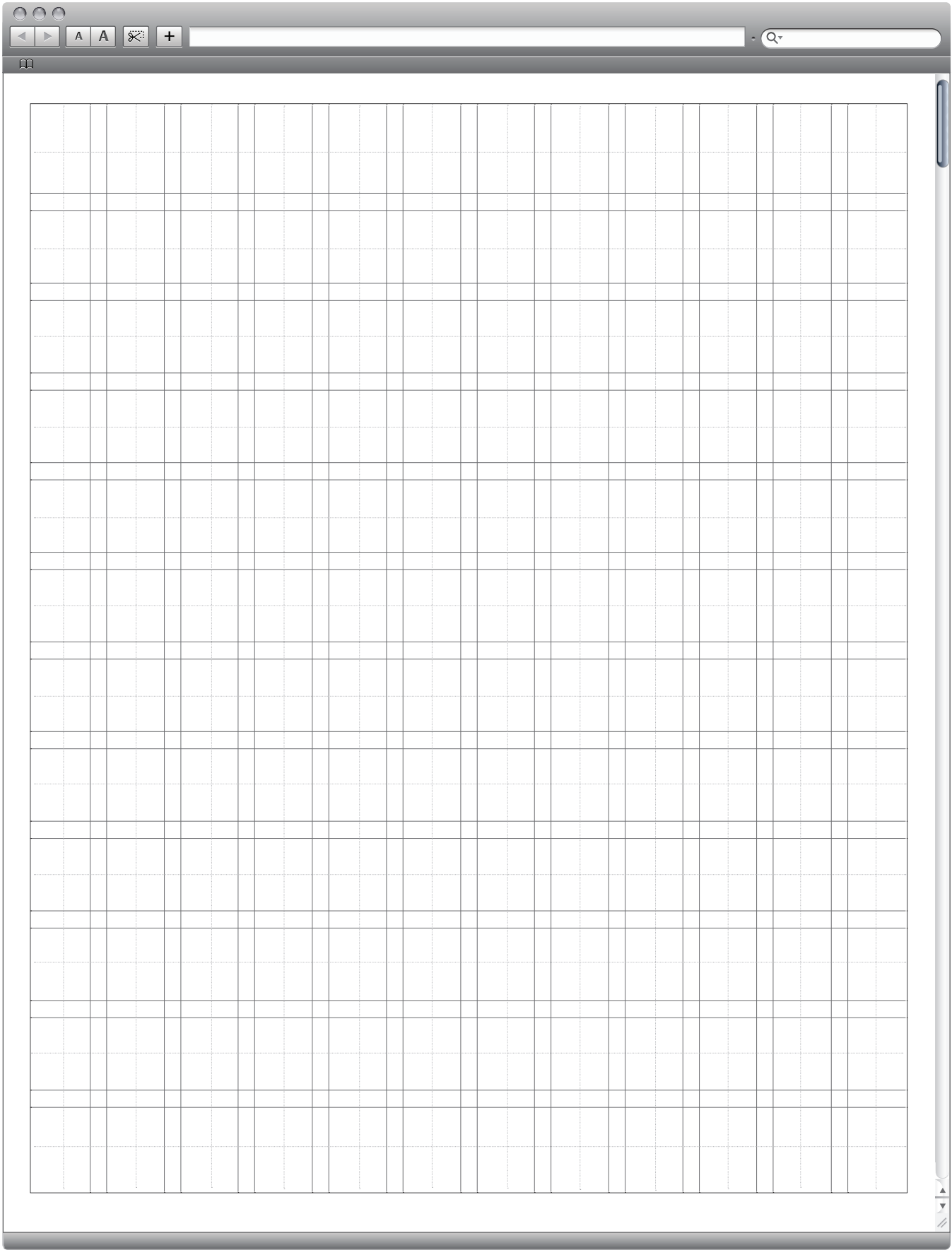
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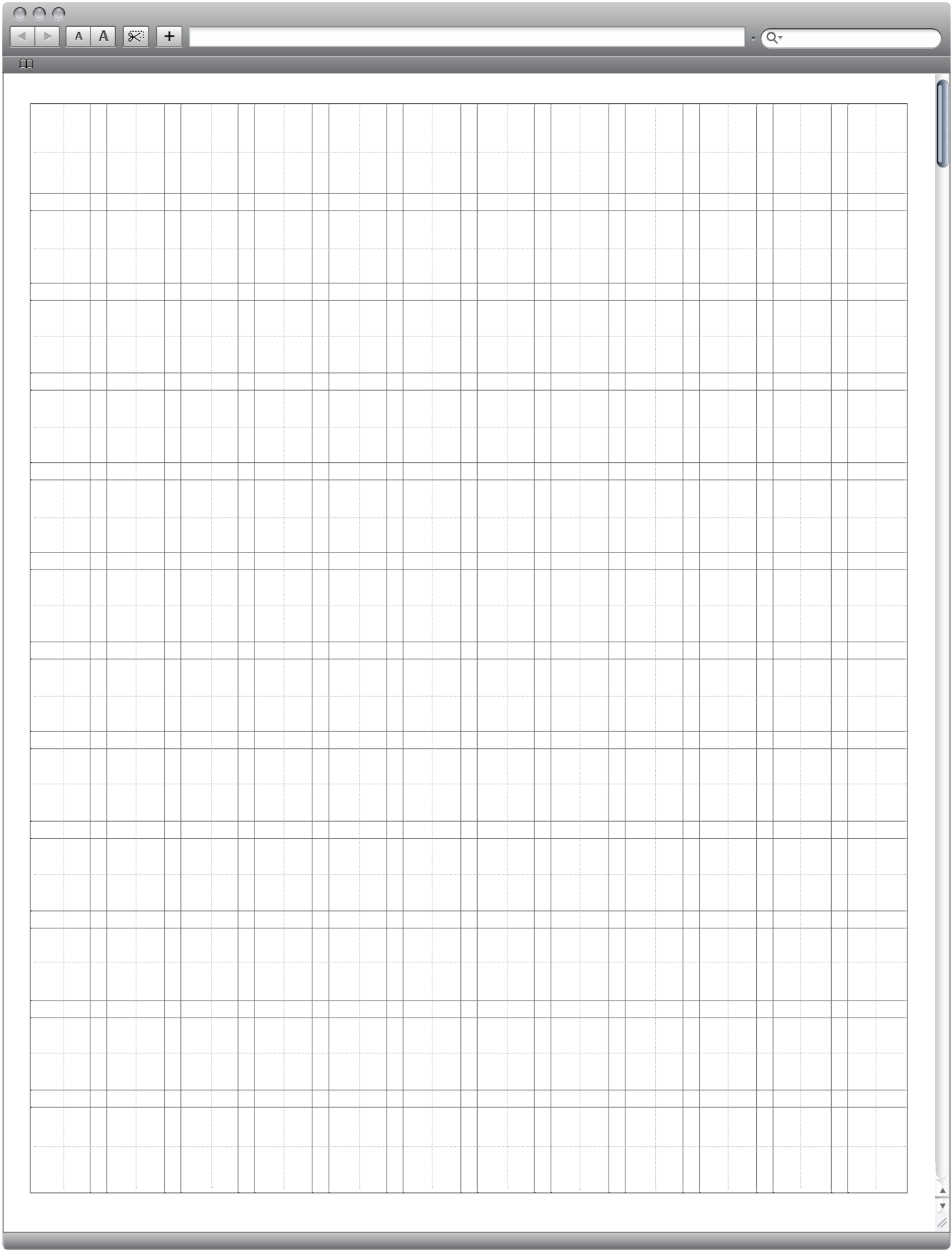
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