



## CLIENT DISCOVERY PACKET

CLIENT: BEETROOT RESTAURANT/BISTRO

COMPANY INFORMATION  
BRANDING AND MARKETING  
TARGET MARKET  
LOOK AND FEEL  
COMPETITORS  
COMPANY FEATURES  
SITE GOALS  
PRODUCTION PLAN

## COMPANY INFORMATION

Company Name:	Beet Root Bistro
URL:	beetrootbistro.com
Address:	
Phone:	

## CONTACT INFORMATION

### PRIMARY DECISION MAKERS

Name:	Veronica
Phone:	619.546.2887
Email:	bajaveronica@yahoo.com

## RESTAURANT INFORMATION

Number of employees:	?
Date founded/Years in business:	0
Hours of operation:	?

## BRANDING INFORMATION

### DO YOU HAVE A CURRENT LOGO

Logo:	None
Branding Guide:	None

## MARKETING INFORMATION

### WHAT IS THE COMPANIES MISSION STATEMENT

### WHAT ARE THE PRIMARY AND SECONDARY GOALS OF THE COMPANY

WHAT IS THE PRIMARY PURPOSE FOR THE SITE AND THE RESTAURANT

WHAT ARE THE SECONDARY GOALS FOR THE SITE AND THE RESTAURANT

TARGET MARKET

Age:

Gender:

Income:

Education:

Residence:

Religion:

Hobbies:

Recreational Activities:

WHAT IS KNOWN ABOUT THE AUDIENCE, THE CULTURE, THEIR USE OF THE PRODUCT/SERVICE, AND HOW THEY WOULD MOST LIKELY BE USING THE SITE

DESCRIBE THE LANGUAGE AND KEY WORDS ASSOCIATED WITH HOW THE TARGET MARKET AUDIENCE RELATES TO THE PRODUCT/SERVICE(TAGS, KEY-WORDS, SOCIAL MEDIA PLATFORMS)

WHAT MARKETING TECHNIQUES ARE CURRENTLY BEING USED

None

## LOOK AND FEEL

DESCRIBE THE CLIENTS NEEDS FOR THE “LOOK AND FEEL” OF THE WEBSITE/ BRAND

HOW SHOULD A VISITOR FEEL WHILE THEY ARE USING THE WEBSITE OR VISITING THE RESTAURANT

WHEN A CUSTOMER LEAVES THE WEBSITE OR RESTAURANT WHAT SHOULD THEY REMEMBER

# COMPETITOR INFORMATION

## COMPETITOR 1

Name:

URL/Social Media Account:

What makes them a competitor:

## COMPETITOR 2

Name:

URL/Social Media Account:

What makes them a competitor:

## COMPETITOR 3

Name:

URL/Social Media Account:

What makes them a competitor:

# COMPANY FEATURES AND BENEFITS

## FEATURES OF THE RESTAURANT

## BENEFITS OF USING THE RESTAURANT

## FACTS ABOUT THE RESTAURANT

## TESTIMONIALS OR ENDORSEMENTS

RESTAURANT GUARANTEES

POINT OF DIFFERENCE (WHAT IS DIFFERENT ABOUT YOUR RESTAURANT)

## SITE GOALS

CONTENT TOPICS THAT DRAW TARGETED CUSTOMERS

FREQUENCY OF USE (HOW OFTEN SHOULD USERS RETURN TO YOUR SITE AND RESTAURANT)

WHAT CONTENT WILL KEEP TARGETED CONSUMERS COMING BACK TO THE SITE AND THE RESTAURANT

KEYWORDS AND PHRASES THAT ARE LIKELY TO BE SEARCHED, INCLUDING MENU ITEMS AND TERMS RELATED TO THE RESTAURANT

BRAND NAMES THAT ARE RELATED TO THE RESTAURANT

INDUSTRY SPECIFIC TERMS NOT COMMONLY USED IN EVERY  
DAY LANGUAGE

WILL DATA BE ENTERED BY THE END USERS, IF SO WHAT TYPE OF DATA WILL  
IT BE AND WHAT WILL ITS APPLICATION BE

## PRODUCTION PLAN

DOES THIS PROJECT HAVE A STRICT DEADLINE

WHAT IS THE PROJECT BUDGET AND IS IT FLEXIBLE OR STRICT

## ADDITIONAL INFORMATION

PLEASE LET US KNOW OF ANY OTHER RELEVANT INFORMATION TO BETTER  
UNDERSTANDING THE COMPANY/RESTAURANT



THANK YOU FOR FINISHING THE DISCOVERY  
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