

Discovery Workshop

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A discovery session can be a solid method to kick start your web project.

From the outset of any project, it is important to spend time on analysing the project outline and how your team will capture the attention of key stakeholders to get them involved, as you drive towards the launch. After all, time management is a key challenge for business owners and if initial conversations and meetings do not lead to a buy-in to the idea then it may not be a suitable way forward for everyone at this stage.

A positive approach is to develop a structured strategy for talking through stakeholder requirements and goals. However ambitious your project may be, most decision makers will all agree on saving time and resources whenever possible. A discovery session is a process, which is supported by the session of meetings between the project team and client to understand the business, its goals and strategy. Participants in the session can be fully informed of how the process will evolve, with a shared high-level understanding of the project.

Create a Roadmap

Firstly, you can start a discovery session by exploring the subject area, examining the business processes and learning about the expectations of the membership or community website project. Identify potential barriers along the way, form priorities and describe solutions. The key stakeholders will not buy in to the project with a scattered approach to implementation. They would appreciate a clear path so they can see the roadmap ahead of them and how they will get there.

Everyone Onboard

At Web Foundry, we have developed a solid process with our web projects, where we kick start with a team discovery session. This is a great time to get all the key stakeholders around the same people to check needs are understood and opinions heard. It also gives us a chance to talk through processes in more detail, setting out realistic timescales and agreeing on what each person needs to contribute to get the job done.

How we can help

A key step in running a discovery session is to determine the level of involvement of each person and the allocated budget. Our team will start by taking a step back and assessing the online marketing requirements as a whole, looking at current goals, areas that can be improved and reviewing the main competition. There may be ideas and steps that you have previously tried, which have not worked out and which can be reviewed together in the discovery session.

Key stakeholders will want to drill down on their areas of interest.

- Goals & Objectives
- Features & Functions
- Sales & Marketing
- Roles & Responsibilities of Stakeholders
- Desired, Measurable Outcomes and ROI

For further information, please contact Phil Holt

e: phil.holt@web-foundry.co.uk

m: 07432 199616

