



# 8 Questions Every Digital Product Agency Should Ask Clients

These questions are at the top of our list when we begin a new project with a client

In the spirit of saving great ideas from never happening, or awesome products from a missed target market, we wanted to share a few of the questions we ask when we first sit down with a new client.

## 1. Tell us about your company and product.

This feels obvious no? We hesitated to put this on the list, but in truth it's essential. Even if we think we know what the company does or what kind of product they offer, it's so important to understand how our *client* views their company and product. Ultimately, we're trying to get the fullest picture of how this brand is positioned and *needs to be* positioned before we begin designing and developing.

## 2. How would you describe your voice as a brand?

This question often helps us more than asking about a company's values because these adjectives tap into emotion and aspiration, helping drive design and content (and they typically aren't on the website already!).

## 3. What need are we seeking to meet or problem are we trying to solve? How?

Essentially we're identifying if this idea is the best way to achieve a client's goal to solve the problem or if there might be other creative options available that we can explore.

## 4. What value does this product bring to the market?

To have a product that engages and converts users, there has to be value created. We want to help our clients identify what that value is so that we know how to better think about the product's position, features and future.

## 5. Who are your competitors, and what sets you apart?

We want to dig into why the client believes in *their* company and idea specifically. This is especially helpful in crowded markets where there are several companies doing awesome work because we're able to identify the unique voice and value that our client offers.

## 6. Can you tell us more about your customers, the types of people who will be using this product?

What are they like? What do they find helpful? How does the client want them to feel when interacting with their product? Research is a big part of our strategy and development process, but we want to know upfront who this product is supposed to connect with so that we can research and develop it accordingly.

## 7. What's the immediate vision of this tool and what's the potential vision? Essentially, what is it now and what could it be?

If a client tells us where they hope to go, and what they hope to accomplish, we're better able to dream and strategize on the *how*. Ideas that don't have goals turn into expensive, time-consuming projects with a likely chance that you'll miss your target market altogether. Our chief objective here is to establish a direction and ensure that it's the best one to head in.

## 8. Which features are most important to you? And what features, if any, are absolutely required?

This helps us determine how to prioritize the project and identify what's needed to create the MVP (Minimal Viable Product). We're weighing it against everything that we've already discussed, looking for areas of agreement and tension between the two so that we can navigate through together and create a solid game plan for each client.