

**B.Y.O.B\***

**\*(BRING YOUR OWN BRILLIANCE)**

**An exercise guide for digital design projects.**



# Brainstorming (Speed Round)

Organizing your ideas is one of the most crucial steps when deciding to build or redesign a website. Here is a set of questions to help you or your team get started.



## Background

**What you are trying to accomplish with this site?**

**What are the 5 top priorities for this site ranked by importance?**

**Do you already own the domain names and hosting?**

**Are there social media accounts associated with this project?**

**Who will be the lead decision maker(s) when interacting with the developer?**

## Functionality

**What features would this site need the most for it to be considered a success?**

**Who will be managing upkeep of the site once the contract is concluded?**

**How will user data be collected and protected?**

## Users

**Who makes up your audience?**

**How will you reach users outside of your site? Which platforms are a priority?**

**What should the users come away with once they land on the site?**

**How much of your audience can be reached using a social media platform?**

**How do they find you or your services?**

## Branding

**How would you describe your brand in 5 words.**

**What makes you different from your competitors?**

**Do you have a logo, color scheme or imagery in mind for your branding?**

**What is your current marketing strategy? What is your current budget?**

# Defining Your Brand

Properly defining the narrative your brand's identity creates is crucial to standing out in today's marketplace. Your brand sparks the initial conversations that inform decisions of your potential customers.



- How would you describe your business/impact in 5 words?**
- What demographics do you represent?**
- How would our audience describe your business/your impact?**
- Where do you rank in your field? Are you the first choice for consumers?**
- What makes you different than your competitors?**
- What imagery would best describe your business?**
- How are you adding value to the lives of your potential clients?**
- What would you like your brand to represent in the next 5 to 10 years?  
(Use the boxes below to layout the tangible steps in reaching your goals)**

Audience	Services Offered	Overall Visibility

# Identifying Key Demographics

Take a moment to think about your core audience/customers - who are they, why they need you/your service, how do they interact with you.



Use the questions below to help create a profile of your current or ideal audience.

**Who makes up our audience?**

**How do we measure impact on the audience? (clicks, shares, sales, etc.)**

**What social media platforms make up the majority of our interactions?**

**How do we reach our audience now? (emails, social media, etc.)**

**How do we process audience interactions now?**

**What is an ideal interaction with one of our audience members?  
( IE: making a sale, booking an appointment/consultation, etc. )**

**How are we adding value to their lives?**

**How would an audience member describe us to a friend based on our standard/scripted interactions?**

# Current Landscape

Use the chart below to map how your current website or social media presence meets your needs and how you would like to see it perform going forward.



**Where are we?**

**Where will we go?**

# Measuring Usability

Here we take a deep dive into identifying the solutions that your website offers your potential customers/audience?



**What is the purpose of the site?**

**How does the site/product add value to your customers lives?**

**How many pages make up your site?**

**How many of these pages direct the user to an action?**

**What is your main action/objective when users get to your site/product?  
(Direct sale, Booking a consultation, etc.)**

**How long does it take for users to get to the main action/objective?**

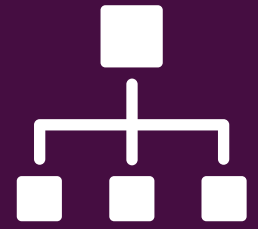
**Where do the majority of customer interactions happen?  
(IE-the site, social media, direct, etc.)**

**How do you manage relationships with your customers?  
(Newsletters, Direct Responses, Phone Bank, etc.)**

**Was the site built with smaller screens in mind?**

**How is your customers data stored?**

# Priority Map



Take time to go through your current site and identify the priority content and the functionality that keeps your core users engaged in the chart below.

**What we keep?**

**What gets updated?**

# Notes



# Notes

**UNLOCK CREATIVITY,  
OPEN POSSIBILITY.**

**MADE WITH  BY**



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