

A live webinar from


Leafcutter

**How to do discovery for
website projects**

Why you need discovery

Accenture sued over website redesign so bad it Hertz: Car hire biz demands \$32m+ for 'defective' cyber-revamp

Rental firm fuming after consultancy 'never delivered a functional site or mobile app'

By Kieren McCarthy in San Francisco 23 Apr 2019 at 21:12 166  SHARE ▼



Among the most mind-boggling allegations in Hertz's filed complaint is that Accenture didn't incorporate a responsive design, in which webpages automatically resize to accommodate the visitor's screen size whether they are using a phone, tablet, desktop, or laptop.

That has been standard website practice for years and was even included in the contract that was signed, but the boffins at Accenture decided that only desktop and mobile versions were needed, according to Hertz. When the rental giant's execs asked where the tablet version was, Accenture "demanded hundreds of thousands of dollars in additional fees to deliver the promised medium-sized layout."

It actually gets worse.

The specs called for a common core of libraries to be "a fundamental principle of the design" so that the company could share information and structures across all its companies' websites and apps. And Accenture, well, completely ignored that, according to Hertz.

"Accenture deliberately disregarded the extensibility requirement and wrote the code so that it was specific to the Hertz brand in North America and could not be used for the Hertz global brand or for the Dollar and Thrifty brands," the lawsuit alleged.

https://www.theregister.co.uk/2019/04/23/hertz_accenture_lawsuit/

What we will cover



1. What does the process look like?



2. How to get started

The discovery process

1. **Problem identification**
2. **Problem definition**
3. **Formulation of hypotheses**
4. **Design of experiments**
5. **Execution of experiments**
6. **Analysis of results**
7. **Conclusion**

The standard website project process

1.

Planning

Meet the teams
Requirements documents

2.

UX

UX Workshop, User Flows,
Sitemap and Wireframes.

3.

Designs

Design prototype
and Final designs.

4.

Build

Website build, Content
Migration and Integration.

5.

Testing

Leafcutter Testing and QA
Client testing

6.

Deploy

Training and Go-live

7.

Post-Project Review

Post go-live warranty,
Post launch support (Optional)

...but what happens if you aren't sure of what to do?

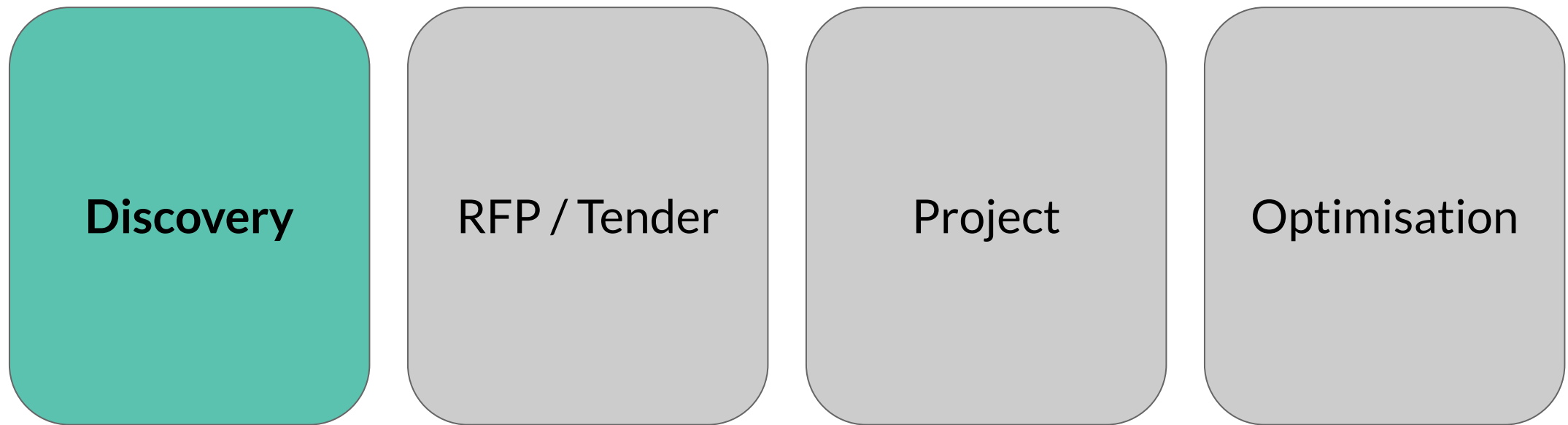


Can you answer these questions?

- Do you have really clear goals and ROI targets?
- Do you understand who your users are and what they want?
- Do you understand what your competitors are doing online and your USP?
- Do you understand the strengths and weaknesses of your content? Do you have a plan to develop new content?
- Do you understand your current website data?
- Are your systems already integrated and well understood?
- Is everyone aligned internally?

If any answer above is no - you need to do some discovery

Where discovery comes in



Our discovery process

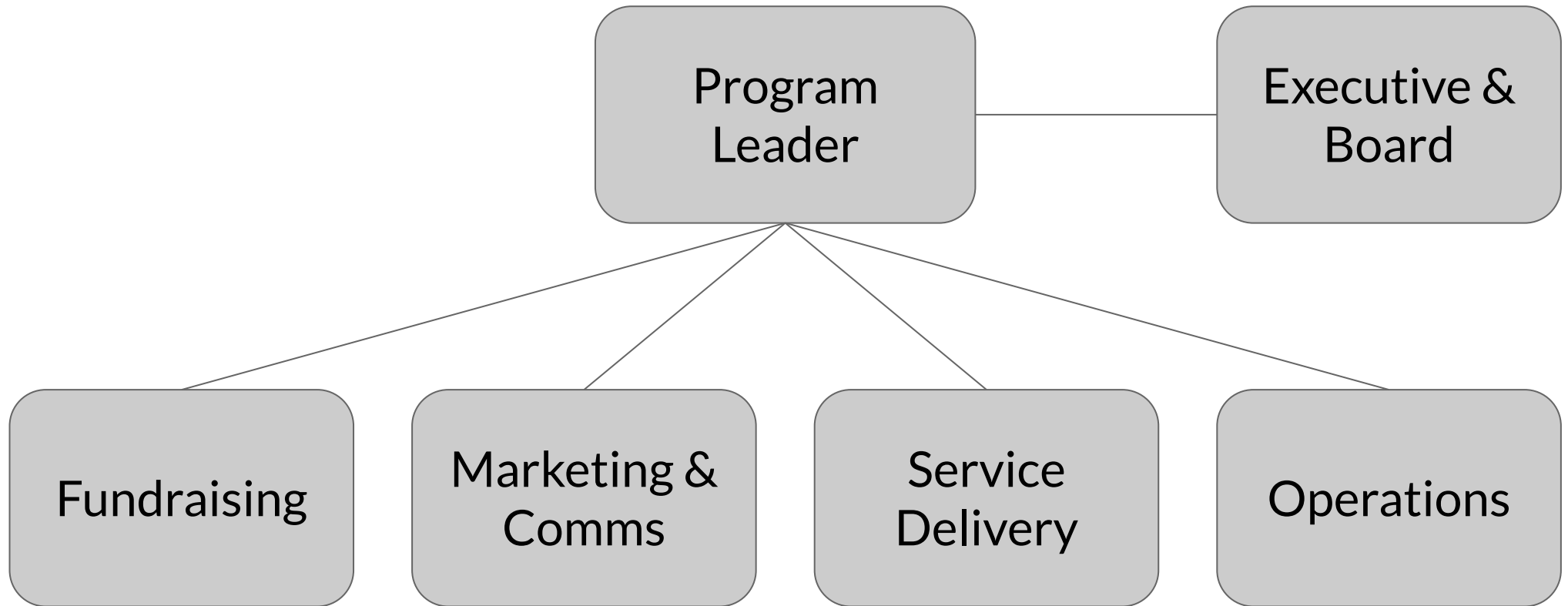
1. Discovery workshop
2. Research - Content & Accessibility
3. Research - Analytics & User Behaviour
4. Research - Technical & Sitemap
5. User Experience - Prototyping

Outcomes

- Answers to initial questions
- Internal alignment
- Potential solution design
- Roadmap for next actions
- Estimated time & cost

How to get started

Gather your team



Define your key goals



Write your brief

- What are our key goals?
- What challenges are we trying to solve?
- How much have we got already?
- Are there any known constraints (e.g. time, cost, technology, etc)?

Find an expert



Get your documents together



Discovery workshop

- Organisation strategy and goals review
- Challenges & opportunities with the website
- User personas
- Sitemap card sorting

Research - Content & Accessibility

- Content audit
- Accessibility review
- Website benchmarking

Research - Analytics & User Behaviour

- Analytics review
- User interviews & questionnaires
- User recordings

Research - Technical & sitemap

- Digital ecosystem / architecture
- Security review
- SEO crawl
- Preparation of sitemap

User Experience - Prototyping

- Information architecture / sitemap
- Wireframes
- Interactive prototypes
- Some UI Design

Wrapping up

Takeaways

1. Discovery saves time & cost later - do it upfront
2. There is a process, but make it work for you
3. Involve everyone from the start
4. Have an open mind

Questions? Checklist?

If you have further questions, or want a copy of our checklist, please email:

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Thank you

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