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'

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
# The standard website project process

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<th>Planning</th>
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<th>UX</th>
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<th>Designs</th>
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<td>1.</td>
<td>Meet the teams Requirements documents</td>
<td>2.</td>
<td>UX Workshop, User Flows, Sitemap and Wireframes.</td>
<td>3.</td>
<td>Design prototype and Final designs.</td>
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<td>Website build, Content Migration and Integration.</td>
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<td>Testing</td>
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<td>Deploy</td>
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<td>Leafcutter Testing and QA Client testing</td>
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<td>Training and Go-live</td>
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<td>Post-Project Review</td>
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<td>Post go-live warranty, Post launch support (Optional)</td>
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...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

Discovery → RFP / Tender → Project → Optimisation
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

Program Leader

Fundraising
Marketing & Comms
Service Delivery
Operations

Executive & Board
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:

events@leafcutter.com.au