Discovery

Make sure you start with the why, not the what.

▶▶ **Discover:** Become aware of *(a fact or situation)*
Show interest in *(an activity or subject)* for the first time

# Discovery is about much more than data collection or requirements gathering.

For starters, our approach is strategic, not techno-centric. This is a big part of what makes us stand out from the crowd.

Over a period of three to six weeks we work with you and your community to define what's at the very heart of your project - your high level aims. This means a lot of questions and of course, a lot of post-it's. Very importantly, at this stage we'll set some clear measures of success.

As we discover more about the needs of your community we'll create the personas and stories that will help us produce your first wireframes (website blueprints if you will). Investigation into how your users will engage with content on the website will result in several other deliverables, including a technical specification and a permissions matrix.

Who's involved?

Your bespoke project team will be built around your needs,
but it might look something like this:
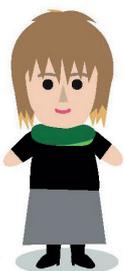
| Your Project Manager | Solutions Architect | Designer | Developer | Community Manager |

🔍 Discovery extras

We offer a bespoke discovery package to every client, below are just some of the extras we will think about when it comes to yours.

👥 Community analysis

Our in-house experts work with you to understand just what it takes to launch, manage and grow an online community. Whether this means a chat over a cuppa, or a more structured assessment of how to increase the participation and engagement of your users, we'll always make sure that the needs of your community don't get lost amidst all the pressures of a website build.

📊 Metrics and reporting

Analytics. Learn to love them. Things have changed since the good old days when all you needed to worry about was how many people visited your website and how long they stayed there for. We offer user-based analytics, content-based analytics and search-based analytics just to get you started.

✏️ Visual design

Our in-house design team will work within your brand-guidelines to produce mock-ups for you to share internally with your stakeholders. We normally find this is what everyone has an opinion on! So we're happy to come and talk through our experiences in design for online communities.

📄 Content strategy

It's easy to get carried away with the information architecture of your new website, but before you do, we ask a few important questions about your content: Do you know what it's purpose is? Is it optimised for a responsive website? What about SEO? And last but not least, what are your social sharing requirements? This is intricate work, and we can help.

Want to find out more?
Get in touch at
info@brightlemon.com

"Our partnership has worked exceptionally well…with BrightLemon providing sound recommendations on site functionality and applying community building strategies."

Chris Beales,
Business Analyst and Project Manager
Teach First

"Their help and expertise has extended far beyond the relatively narrow remit of designing the website. The final product has won praise within our own organisation… we are delighted to appear on the client list of such a professional team."

Karen Ball,
Head of Local Engagement
UKTI

BrightLemon™