



DISCOVERY

The following questions are typical questions that we will address in the Discovery phase of a project. These questions help us understand your business and your goals - and how you intend to reach them. Feel free to add further information.

With a good understanding of your business, and your ecommerce goals and budget, we can consult on how to get the most value for your budget - making sure that the budget is spent on what matters.

The more informed we are, the better we can consult on how to create the project specifications.

About your business

What do you sell?

Tell us about what you sell and why.

- What makes your products and business special?
- How many products (SKUs) do you sell?

Who do you sell to?

What is your target group?

Define your target groups as detailed as possible. Feel free to write them as personas - basically describing a target group as a person (Example: Anna is a single mum with 2 kids, 42 years old. She has a good job and she cares about how she looks).

- Age group
- Gender
- Life situation
- B2B or B2C (or both)



Where do you sell your products?

- Which countries are you selling to and which are your primary markets
- Do you sell in multiple languages and currencies?
- Do you have inhouse multi-language customer service?

How do you sell?

- Do you sell online today?
- Do you have physical stores?
- Do you have retailers?
- What are your best sales channels today?
- How do you do customer service?

How do you market your products and services?

- Which marketing channels do you use today?
 - SoMe, Salespeople, PR,
- How do you market your products?
 - Marketing channels (SoMe, Sales people etc)

What is the current situation

Tell us about your current situation and also what your future goals are.

- How long have you been in business?
- Your team (how many employees, and who will be involved in the project)
 - What is your teams experience
 - Who will be involved
 - How many hours pr. month do you plan to allocate for the ongoing maintenance
- Current traffic and customers
- Who are your competitors
 - Primary
 - Secondary



Tell about your Shopify project

Ecommerce experience

- Do you have the full overview of your requirements or do you need consulting?
- Do you know which integrations and added services that you require to operate?
- Do you have a roadmap of how you plan to run the ecommerce store?
 - Have you thought about what is “need to have” and “nice to have”?
 - Do you have a plan for what should happens post launch?
- Do you sell products that require special handling (like the need for configuring a product before it can be purchased on the store)?

Are you familiar with Shopify?

- Do you know Shopify’s pricing model and the plans that they offer?
- Do you know about the Shopify ecosystem - incl. App store
- Do you understand how themes work in Shopify?
- Have you settled on Shopify already or are you considering other ecommerce platforms?

Goals

- What are your revenue goals for the ecommerce store for the next 1-3 years?
- What amount of orders is required to achieve these goals?
- What amount of customers are required to achieve these goals?

Design plan

- To what extent is the design of your ecommerce store important for your customer experience?
- Do you have inhouse designers (or existing providers) or do you require design services?
- Do you already have a design that needs to be implemented?

Content plan

Some say content is king, and we tend to agree. Unfortunately content takes time - and usually a lot longer than expected. How is your current content situation?

- Do you have up to date product descriptions?
- What is the content situation? (product copy, product images, lifestyle images etc)



Product catalog

- How structured is your product catalog today? (Filters, categories etc)?
- Do you have meaningful categories?

Budget

We sometimes experience clients who wants to keep their budget to themselves, so that a proposal is not inspired by the budget. In other cases clients have not considered what the budget is. Without realistic budget considerations, it creates the wrong foundation for making a realistic project plan as the budget determines the level of effort and time put in the project, and also makes sure that the advice we give is focused on the correct areas.

We know it can be hard to do because it, to some extent, also requires detailed knowledge about developing and operating ecommerce projects. But please do give it some thoughts and try to give some realistic numbers.

- How much of the revenue do you plan to invest on the ongoing marketing
- What is your budget for designing and developing a new Shopify ecommerce store?
- What is your budget for creating content such as quality copy and product/lifestyle images and video?
- What is your budget for running an ecommerce store on a yearly basis?

Expectations

Write down the 3 most important things you're are looking for when selecting a provider. This helps us understand how we can best assist you.