

The Creative Touch Design Discovery Workshop...

...turning your business vision
into a feasible blueprint.

“*Our Discovery Workshop is the first step towards defining what you want built – with the beneficial side effects of increased cost efficiency and the elimination of uncertainty once you begin building it.*”

The new dilemma: decreasing budgets coupled with increasing expectations for success. We are now living and working in a *more-for-less, leaner-is-meaner* business world. Fiscal responsibility is no longer a goal, it is a requirement. Fortunately, our Discovery Workshop can contribute to your success in this new world.

Vague RFPs result in vague Proposals, which introduce added time and unknown variables into your projects. This kind of uncertainty is expensive. Our Discovery Workshop will help you define and articulate key aspects of your project, then distill and focus this information into a Requirements Document. The result: a blueprint for success. Keep reading, it gets better.

What it is.

Simply put, the Discovery Workshop is the logical and necessary starting point for any web project. It's a

three-step process in which your business vision is transformed into a technically, creatively, and fiscally feasible blueprint.

At CTD we follow the principle of Thought Before Design. We believe that design is simply a plan to build something, and that defining what that something is deserves as much consideration as how to build it. Our Discovery Workshop is the first step towards defining what, exactly, you want built – with the beneficial side effects of increased cost efficiency and the elimination of uncertainty once you begin building it.

The rest of this document will describe, in more detail, what the Workshop is, how it works, what it costs, and what you get for the effort. But first, let's explore the Workshop's importance to you.

“At CTD we believe that with appropriate forethought, project success can, and should, be predetermined.”

Why it's important.

“If one does not know to which port one is sailing, no wind is favorable.”

—Seneca

It's true: fuzzy goals produce fuzzy results. At CTD we believe that with appropriate forethought, project success can, and should, be predetermined. Our philosophy is “plan for the future, implement for the present” and this approach works best when a clear vision is articulated up-front.

Intelligent web site design starts with the definition of this vision. The web presence of any entity sends a clear message to all who interact with it, whether or not that message was consciously crafted. In all cases, the effectiveness of this message is directly proportional to the effort taken to create it.

The Discovery Workshop is of vital importance because it defines and articulates the message you want to deliver to users, and it serves as a compass for guiding and coordinating the efforts of your project development team. It also describes the crucial nuts and bolts of what will lie beneath the visual “skin” of your site such as the content architecture (in the form of a site map), front-end functional requirements, production parameters, and the identification of backend programming needs.

Elements of the Discovery Workshop

1. Exploratory Session: Collect

The Exploratory Session is a minimum two-hour onsite meeting with CTD personnel and your stakeholders. Representatives of all vested parties are encouraged to participate. In addition to clarifying the project

goals and site messaging, the CTD team facilitates a group brainstorming session in which ideas about desired features and functionality are collected and discussed.

2. Requirements Meeting: Distill

The Requirements Meeting is a minimum four-hour onsite working session with CTD personnel and key members of your project team. The goal is to review, focus, and distill the potentially vast amount of information collected in the Exploratory Session into the formal requirements that define what, exactly, your project must accomplish.

3. Documentation: Detail

Based on the information distilled during the Requirements Meeting, CTD will develop a final Requirements Document detailing key aspects of the project. This document will serve as a solid blueprint for future development of the actual project, whether produced by CTD or another vendor.

Sound reasonable?

If the Creative Touch Design Discovery Workshop sounds like a reasonable approach to your next project, and your company is located in the San Francisco Bay Area, call us at (650) 654-2781, or email us at clientcare@creativetouch.com.

Depending on the size and scope of your project, Workshop parameters and cost are flexible. Also, the Discovery Workshop could qualify for up to a 100% credit towards the project cost if CTD is engaged to complete your project. Call for details. 