



The BlueModus Discovery process is designed to ensure that every solution delivery project we engage in is set up for success. Through close collaboration with the customer, we gain not only a thorough understanding of the business and its customers, but also the short- and long-term goals and priorities that will help define the project parameters.

The following is a high-level overview of what to expect when you engage in a BlueModus Discovery:



### THE DISCOVERY GOAL

Discovery *defines* the project ahead. Our BlueModus team enters each discovery with the purpose of understanding the client's project goals, business requirements, customers, pain points, and methods of defining success. Only through our full comprehension of the client's needs can we move forward with how to accomplish the desired project.

### DISCOVERY PROCESS FAQs



#### How long does this process take?

On average, Discovery will take about three weeks to complete. BlueModus recommends that a customer designate one individual to be the primary product owner and decision maker for this process. By having someone readily available for close collaboration efforts throughout each step, the timing of the discovery phase will remain on schedule.



#### How much will this cost?

While the cost of a discovery may vary based on the size and scope of the project, BlueModus recommends that a customer allocate between 1/4 and 1/6 of the overall project budget on the discovery phase.



## THE DISCOVERY PROCESS

1

### CLIENT KNOWLEDGE SESSION

As soon as we kickoff a discovery project, our internal team (consisting of a strategic director, project manager and solution lead) meet with the client.

This initial meeting sets the foundation for the effort ahead. In it, we review customer goals, define expectations for the project, determine how we can best work together, and establish clear priorities.

In addition, we also cover a communication plan, a preliminary schedule, and our requirements from each team.



2

### CURRENT INSIGHTS REVIEW

The next step is to engage with the customer by researching and then presenting a user experience overview of their existing platform.

This will cover:

- Insight into audiences, acquisition, and behavior
- Analysis of SEO, analytics and user experience (UX)
- A competitive review
- Short- and long-term recommendations
- Defining goals and KPIs



3

### ROADMAP CREATION

The understanding gained through these insights will allow our team to create a product roadmap, which will define in greater detail the short- and long-term customer plans.

4

### CONTENT STRATEGY

With the roadmap defined, we will then define a content strategy for the customer, where we identify all content types needed and then map them to user groups, in order to create the underlying architecture to support discovery, engagement, and conversion.

Using this content strategy, our team then splits apart to achieve the next two steps simultaneously:



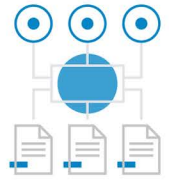
### 5a WIREFRAMES

The Strategic Director will develop a sitemap and wireframes that address the customer's feature and content needs. This high-level sitemap identifies all high-value or more complex pages and templates within the re-defined experience. It will demonstrate the overall navigation and content approach within a mobile viewport.



### 5b MASTER CONTENT MODEL

Simultaneously, our Solution Lead will create a technical diagram that details how content types are defined, in what channels they will be used, and identify and define shared elements, relationships, and required taxonomy. They will also document the technology needed to achieve delivery of the project.



### 6 TECHNICAL APPROACH

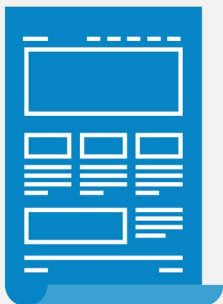
The content model and wireframes are then integrated to create a detailed approach to the application architecture. Additionally, any required integrations are detailed out - from single sign-on (SSO) to robust CRM or ERP applications.

### 7 LEVEL OF EFFORT AND PLAN

With the roadmap, content strategy, and annotated wireframes solidly in place, the Project Manager will then be able to provide to the customer a detailed plan and schedule for project design (if applicable) and development.



## THE END PRODUCT



In addition to a clearly defined project plan and schedule, the discovery process allows us to provide the following documents to the customer:

- Detailed architectural blueprint for your user experience
- Technical approach to the application and required integrations
- Sprint plan for development with detailed user stories

This process allows BlueModus and the customer to agree upon the iterative requirements for the application. In essence, this means we'll have defined together all the elements of the end product that will be included to consider it both complete and successful. (And by definition, what will *not* be included.) These clear, agreed-upon parameters create a valuable framework to keep the project within scope and deadline once development begins.

Ready to get started with your own website discovery? [Contact](#) our BlueModus Strategists today.