5 Tips for Leading a Discovery Session

SKILL SHARE
AUGUST 2020

1. Pinpoint Challenges

Start your discovery session by asking your client questions about the challenges that their business currently faces. Uncover their user needs and pain points. Discuss how you will solve these issues with a strategic approach.

2. Identify Customers

Create user profiles and user journeys to define your clients's primary and secondary customers by surfacing their jobs, challenges, and pain points. Include demographics, user goals, expectations, and desires.

3. Discuss Business Goals

Our job as creatives is to craft platforms that align the client's business goals with their customers' needs. This is where we dig into the objectives for the platform, service, or product that you're offering and determine the end result.

4. Define the Brand

Create a story and develop a personalty by defining the brand through key attributes including voice & tone, look & feel, value propositions, customers, and cultural trends.

5. Develop a Strategy

Keep you and your client on the same page with the process for completing the tasks at hand. Use the tips we discussed above to generate your strategy moving forward. Incude a timeline and a breakdown of project phases, especially if the client's needs are time sensative.

Brought to you by **clokendagger.com**

@clokendagger
#clokendagger1