Discovery Workshop Questionnaire

DAY 1

Understanding the Business

1. What are the primary objectives we want to achieve through the website and the mobile app?
2. What is the problem/challenge that we are looking to solve?
3. At what phase are the different verticals of Indiacharts?
4. How many users are we going to impact?
5. What are the revenue generation areas?
   a. Advertising or subscription plans?
   b. Elaborate on the subscription plans
6. How do you envision Indiacharts for the future?
7. What's the USP of Indiacharts?
8. How will you measure success?
9. For the conversion funnel, are you focusing on quality of leads or the quantity of the leads?

Understanding the Competitors

1. Who are your direct competitors? What do you admire about them?
2. How do you stand out from them?

Understanding the Users

1. Who are the primary users of Indiacharts? And who are the secondary users?
   Could you please elaborate in terms of geography, age group, educational background, profession and technical proficiency?
2. To delve deeper, could you tell us something about your typical user's personality, interests, lifestyle and values?
3. What does a typical day for the users look like?
4. What are the goals of your users from Indiacharts?
5. How often and when do they interact with Indiacharts?

DAY 2

Understanding the Website

1. What is the goal of the Indiacharts website?
2. What do you think users would like to know before choosing Indiacharts?
3. What do you think are the current pain points of users on the website?
4. What are your expectations from the website?
5. Currently what do you like and dislike about the website?
6. Do you have any feedback data that you could share with us?

Understanding the Mobile app (Is there an app right now, at what stage?)

1. What are the main decisions our user is looking for when using the app?*

2. What are we looking to achieve from the mobile app?
3. In what ways will it make the life of the user easier?
4. How would different types of users use the product?
5. What are your expectations for the mobile app?
6. Could you explain some features that you envision for the app?
7. What problems do you see currently with the app? /What are the challenges you foresee for the app?

Walkthrough of the product

Understanding Design requirements

1. What kind of visuals do you have in mind for the website and mobile app?
2. Are there any websites or apps that you like in terms of design?
3. What devices do users typically use to access the site?
4. Are there any technical constraints we should know about?
5. What kind of brand character do we want to showcase (i.e; Matured, Modern, Luxury)?
6. Is there any existing design system/component library you have? If yes, can we rework on them if needed?
7. Is there scope for competitor benchmarking? Do you have access to logins that you could share?

Understanding terminology

1. Are the target audience familiar with and use terms in the same context?
2. Is there scope to simplify the language used?
3. What level of knowledge do users have?