

YOUR PLAN FOR

➤ Digital Clarity & Ideal Customer Experience

Overview of our Discovery & Strategy process and deliverables



DISCOVERY & STRATEGY

Get clarity before you build.

Our Discovery & Strategy process brings stakeholders together, uncovers opportunities, and defines a customer-centered path before a single line of code is written.

Inside this guide, you'll see how we:



Reduce risk by identifying gaps in user experience, content, data, and technology.



Align teams around what your customers actually need.



Lay the groundwork for a seamless, scalable digital experience.



Accelerate timelines through clearer requirements and upfront planning.

Discovery

Strategy

Prototype

Development Sprints

From user flows to technical architecture, everything is built to support the outcomes that matter most to your business and your customers.





Discovery



Discovery exercises

Gathering insight to make informed recommendations.

- ✓ **Discovery sessions**
We conduct focused workshops used to gather detailed project requirements.
Discovery sessions may include stakeholder interviews and/or user interviews.
- ✓ **Analytics review**
Website analytics provide insight into how users interact with an existing site.
- ✓ **Technical audit**
A detailed analysis of existing website technology and infrastructure.
- ✓ **Content inventory**
A visual diagram outlining the current menu structure and pages of a website.
- ✓ **Brand & visual reference review**
A review of brand guidelines, collateral, and other references provided for design inspiration.
- ✓ **Market research**
Collecting, analyzing, and interpreting data about a target market to gain insights and inform business decisions.
- ✓ **Competitor analysis**
Evaluating and understanding the strengths, weaknesses, strategies, and positioning of competing businesses to gain insights and inform strategic decision-making.



User personas & user stories

Identifying user needs to establish project requirements.



User personas

User Personas are research-based, semi-fictional representations of site users that help guide design decisions, by focusing on user needs, goals, and behaviors.

They help development teams build better products by fostering empathy and providing a clear focus on user-centered design.

The team prioritizes delivering genuine value by keeping user needs top of mind, posing questions like

"How will this benefit user name ?"



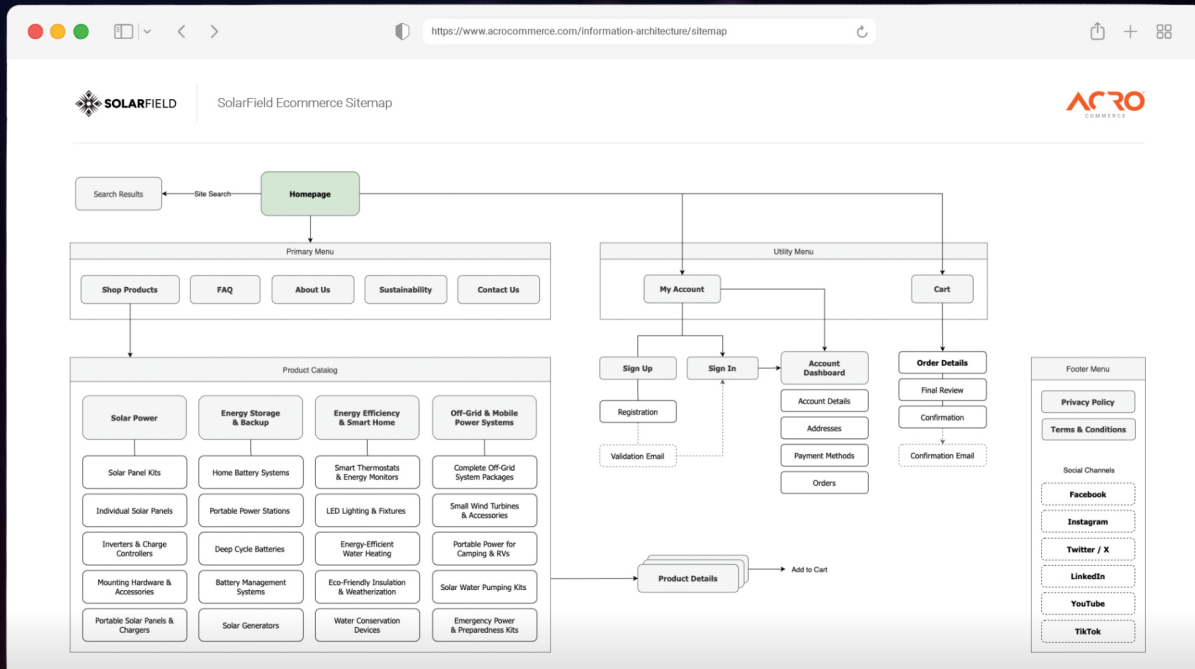
User stories

User Stories are simple statements describing a type of user, what they want and why, used to articulate how a software feature will provide value by meeting user requirements.

A typical user story format:

**"As a type of user ,
I want an action/goal ,
so that a benefit/reason ."**

User stories help teams understand the value a feature will provide to the user, facilitating discussion, estimation, and prioritization of development work.



Sitemap diagram

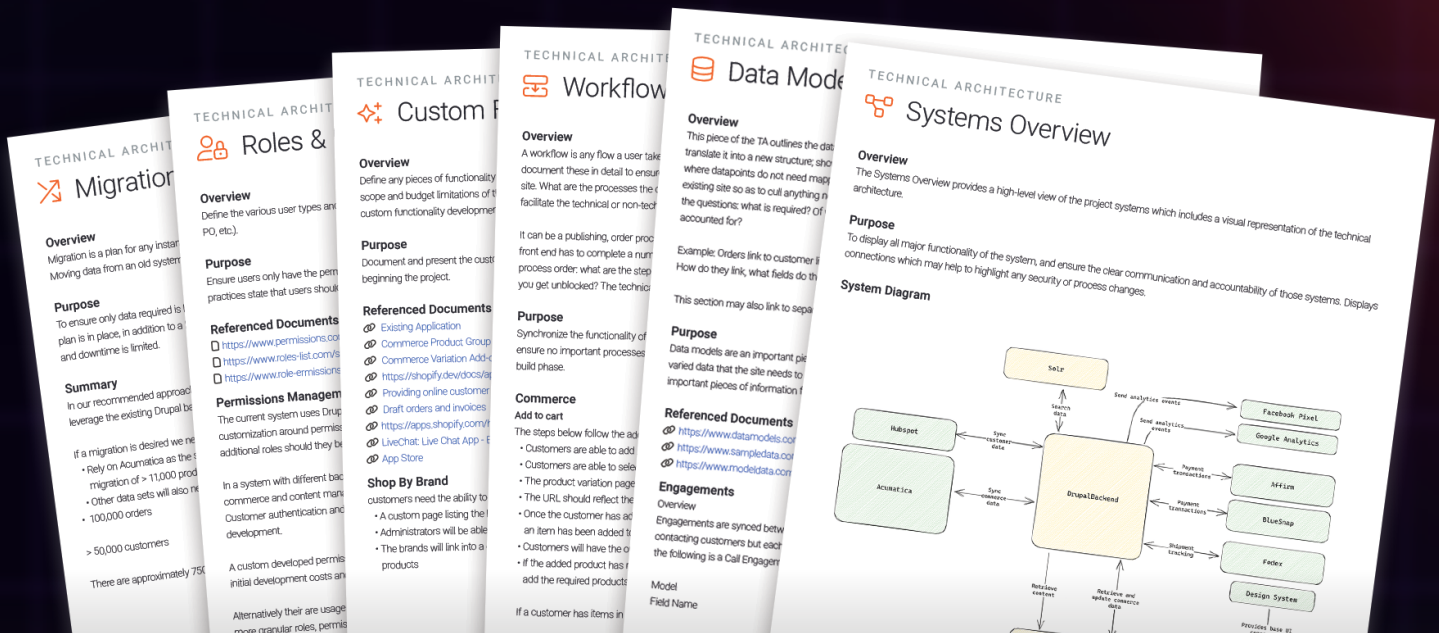
Conveying recommendations for menu structure to optimize user flows.



Sitemap

More than just a diagram, a sitemap provides an essential blueprint for website development projects. It's a foundational tool that brings value to every stage of a project.

- ✓ **Defining structure**
A sitemap visually outlines all pages and their relationships, setting a logical navigation flow.
- ✓ **Enhancing UX**
It maps the user journey, ensuring visitors easily find information for a better experience.
- ✓ **Organizing content**
Helps plan and organize content, identifying gaps and needs for each page.
- ✓ **Streamlining development**
Provides a clear blueprint for designers and developers, reducing ambiguity and rework.
- ✓ **Improving collaboration**
Serves as a shared reference, ensuring all stakeholders are on the same page.
- ✓ **Identifying issues early**
Helps spot redundancies or inconsistencies early, saving time and resources later.



Development documentation

A Technical Architecture provides the blueprint for a system's underlying structure, outlining its technologies, components, and interactions.



Systems overview

A high-level view of the project systems, including a visual representation of the technical architecture, used to guide the project team through development.



Custom functionality

Defined for any features that are not covered by existing models or templates.



Roles and permissions

Describing the various user types and permissions required for interacting with the site.



Data models

Conveying how existing data will translate into a new site structure.



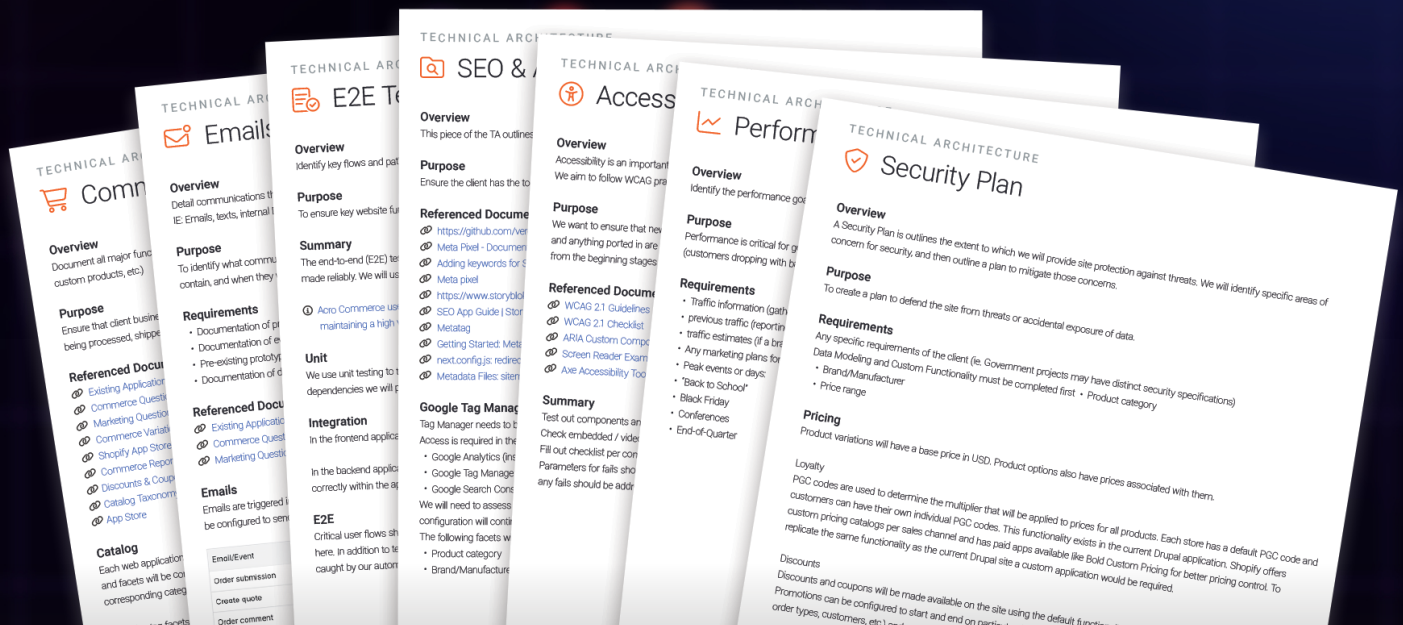
Workflows

Identifying the path users will take to achieve a certain outcome.



Migration

A plan is created for instances where data will move from one place to another. For example, migrating from an old site to a new build, or between existing systems.



Commerce

Solutions are documented for all major functionality of commerce flow or set-up, identifying any non-standard functionality or flows.



Emails and notifications

Detailing communications that will be displayed and/or sent within the system.



E2E testing plan

An end-to-end testing plan identifies key flows and paths for testing.



SEO & analytics

Outlining how tools will be set up to support search engine optimization.



Accessibility

Plans related to following best practices identified by WCAG standards.



Performance plan

Developed to identify a site's performance goals, and to establish a plan for meeting those goals.

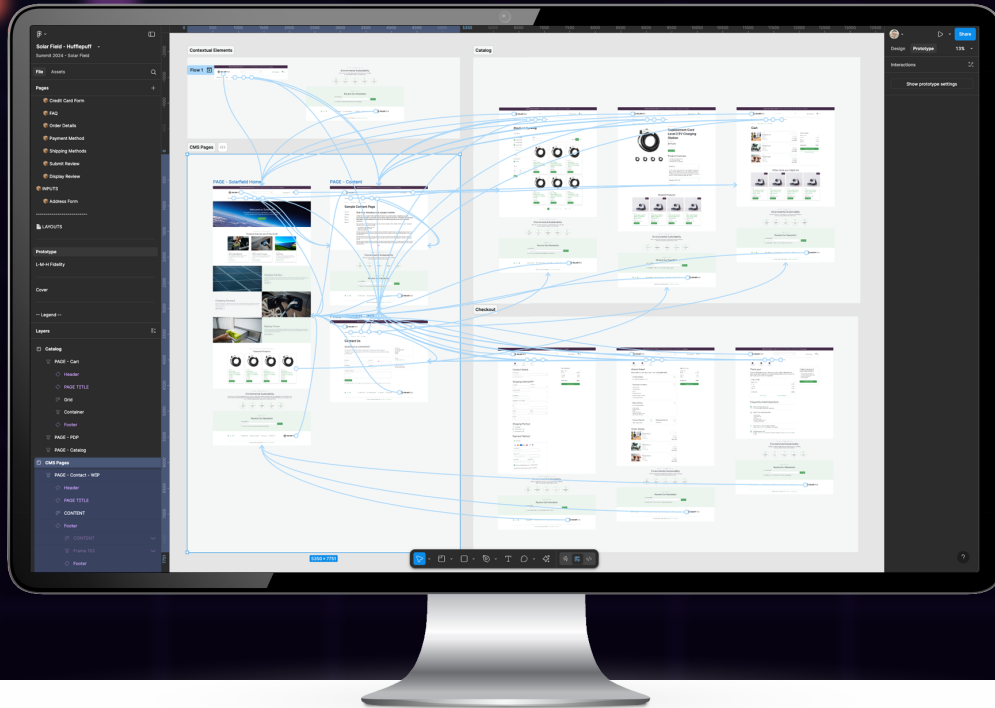


Security plan

Identifying risks and outlining plans to mitigate security concerns.



Prototype



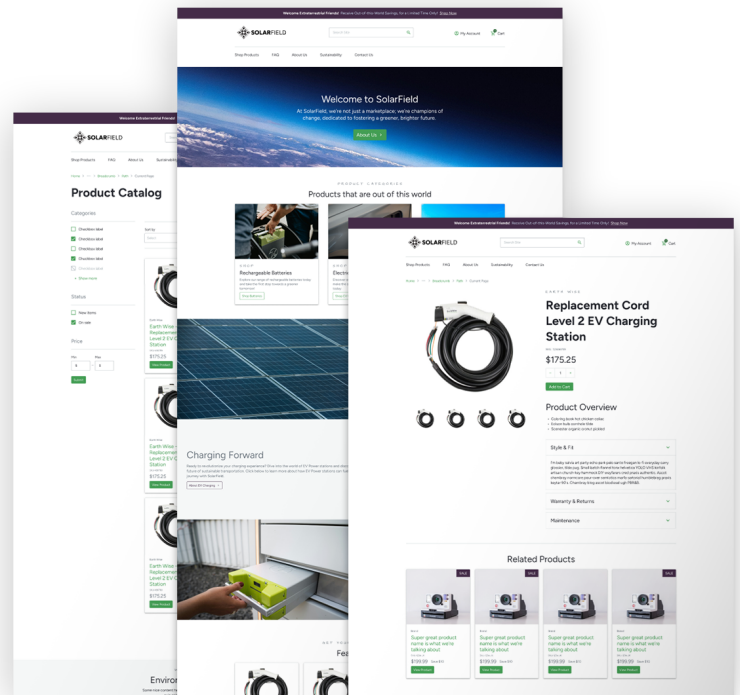
Visualizing the user experience (UX)

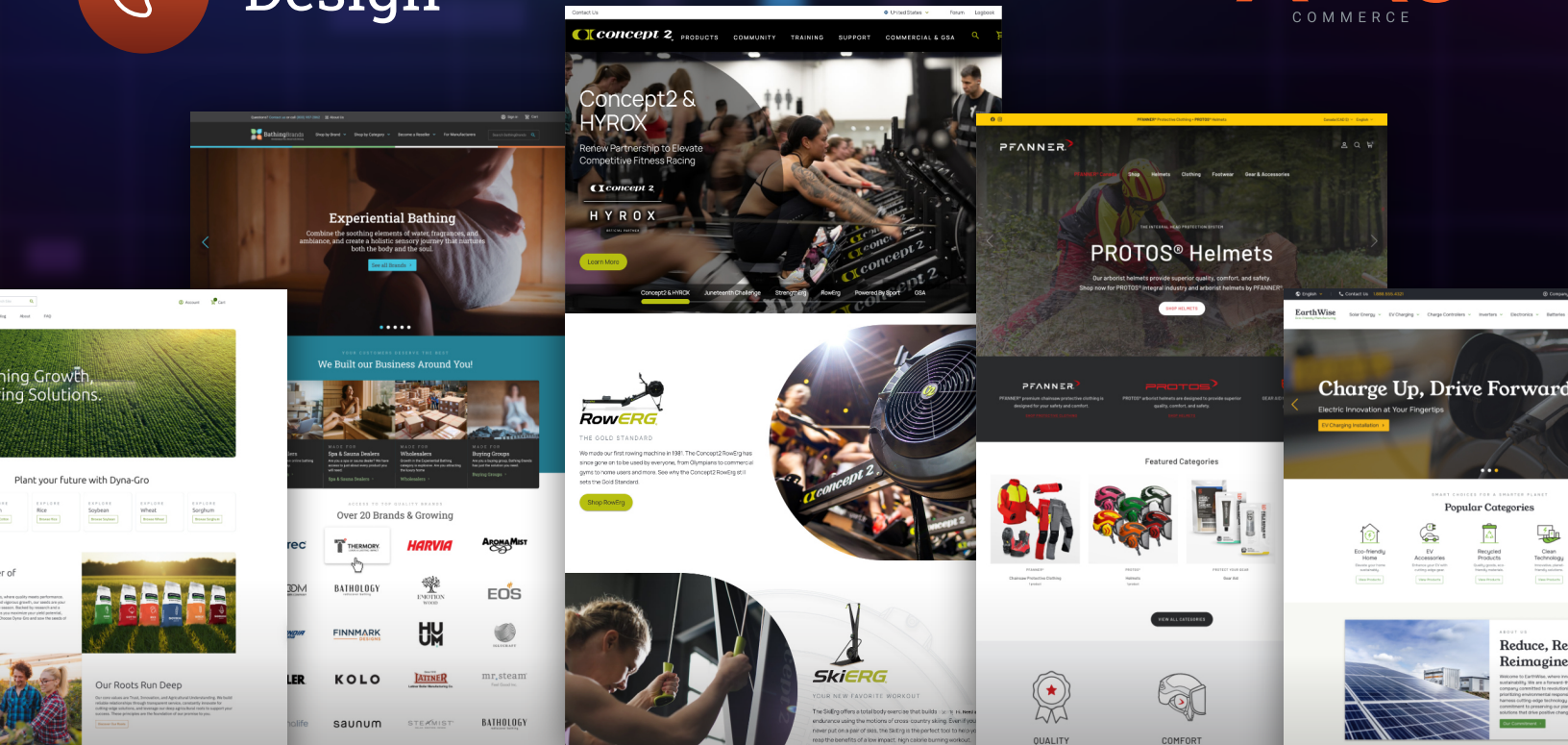
A prototype provides a model of the site's layouts and basic interactions in the form of a clickable wireframe.

Prototypes enable early concept testing and validation with stakeholders, providing a tangible vision that improves communication and alignment.

Prototyping also helps to:

- ✓ **Design iteratively**
Facilitates rapid design refinements based on feedback, creating a more user-centered product.
- ✓ **Reduce risk & cost**
Catches flaws early, preventing expensive changes and rework later in development.
- ✓ **Enhance user experience**
Focuses on user flows from the outset, leading to more intuitive user flows.





Creative design concepts are used to establish the overall look-and-feel of the site's user interface (UI).

Site styling is applied to a structured design system – the collection of elements used to make up the design. A design system is made up of:

The smallest, most fundamental building blocks, used to define a design's visual properties. eg. *colors*, *font sizes*, or *spacing values*.

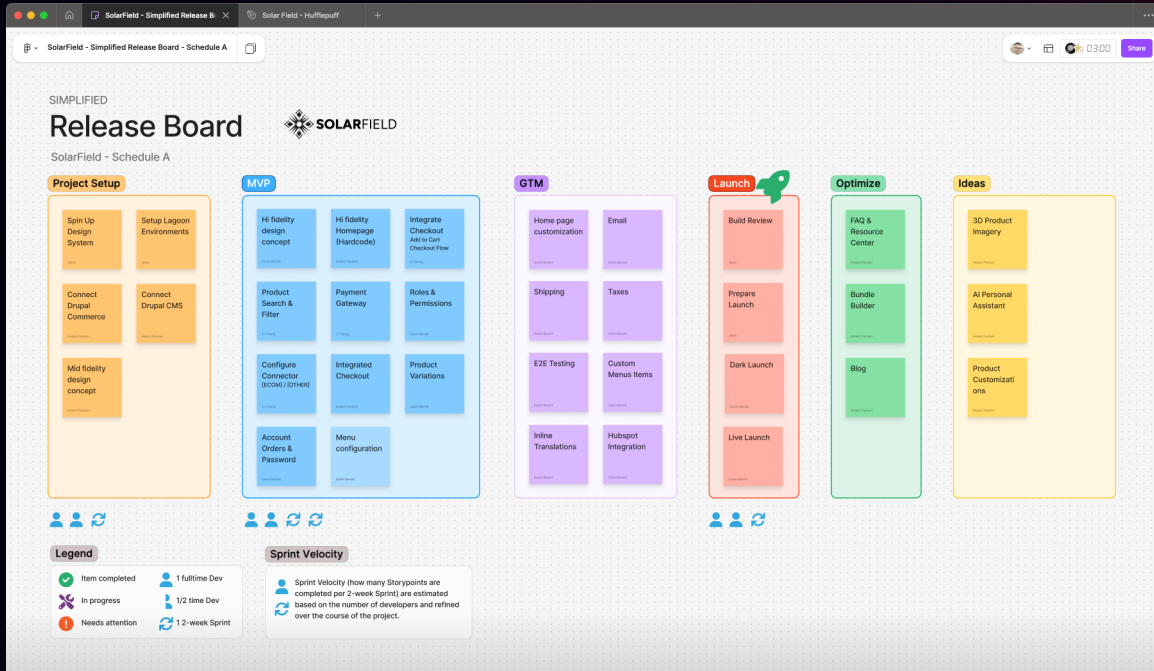
Solutions to common UX problems, often involving multiple components working together. They define how users interact with a system to achieve a goal.
eg. *checkout flow*, *login form*, or *data table*.

Reusable UI elements, built from tokens.
These are fully formed, functional pieces,
with defined structure and behavior.
eg. buttons, text fields, or a navigation bar.

Pre-defined page or screen layouts that use components and patterns to structure content. eg. *product detail page*, an *account dashboard*, or a *blog post*.



Development Plan



Planning for development

Laying the foundation for a successful build

Before coding begins, we'll follow a few important steps to ensure a clear vision, realistic timelines, and a strategic path forward. This foundational work is vital for minimizing risks, maximizing efficiency, and delivering a successful website.

✓ Project backlog

A prioritized list of all the site features and functionality making up the project's scope of work.

✓ Build estimates

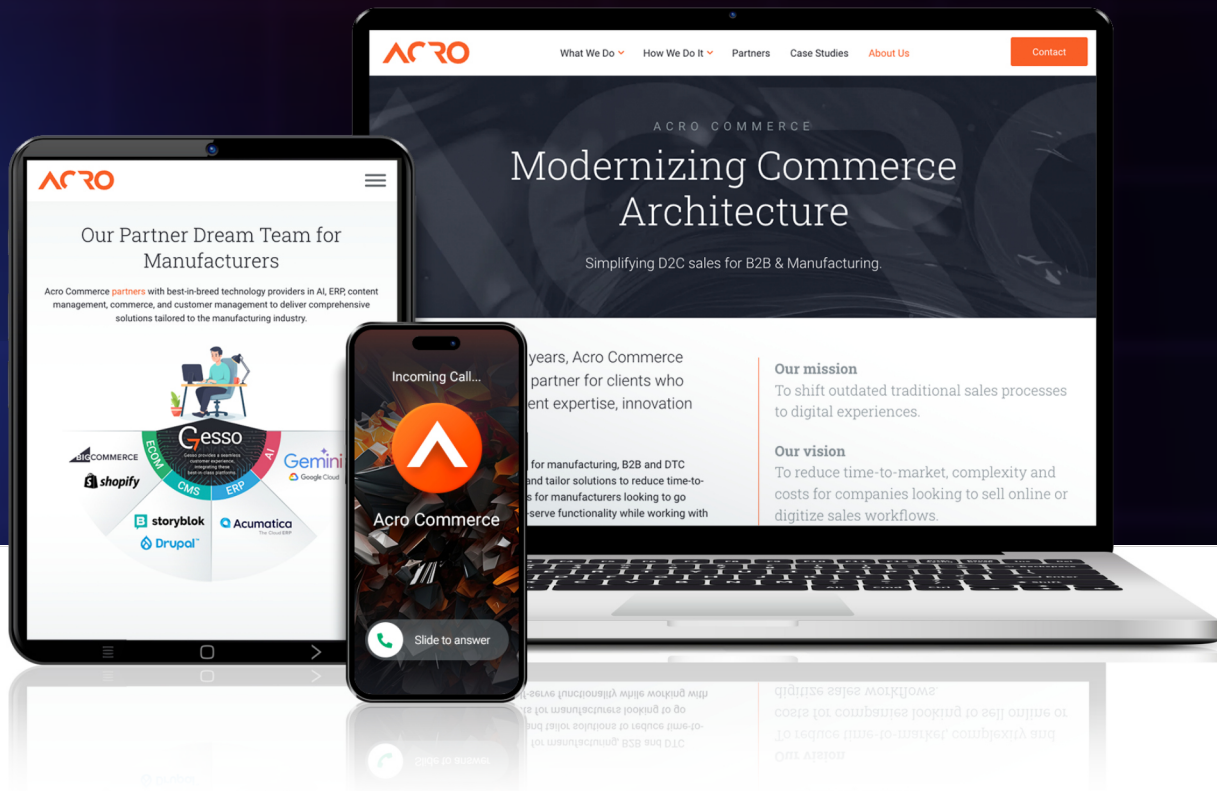
An estimate of the time and effort required to complete the required scope of work.

✓ Release board

A release board lists desired features and functionality grouped as epics within project phases:

1. **MVP** — *minimum viable product*
2. **GTM** — *go-to-market*
3. **Post-launch** — *future optimizations*

Completing these steps upfront provides a shared understanding of the project's objectives, scope, and timeline. It enables proactive problem-solving, informed decision-making, and efficient resource allocation, setting the stage for a streamlined and successful development process.



About Acro Commerce

We specialize in digital solutions for manufacturing and B2B, reducing time-to-market, complexity, and costs. Our Agile framework drives faster market entry, improved profits, and increased market share.

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