1524 Fifth Avenue
Suite 400
Seattle, Washington 98101

tel/206.223.5548
fax/206.223.0818
web/glg.com

DreamBox Discovery Questions

Strategy Questions

- What are your key business objectives for the site?
- Of the personas, who is the primary / default audience priority?
- What is the primary call to action?
- Will there be any major project enhancements or initiatives we need to plan for?
- How or will your professional development offerings be integrated?
- Who is the critical audience for the message: Dreambox is fun?
- Of your core pillars, is there a priority?
  - How do you balance the concept of rigor and fun?
- What role do next gen educators play in the purchase decision?
- How important is the Canadian market and Canadian educational standards?
- Are their frequently asked questions or brand misconceptions the new site can address?

Search
- Can you expand on the problems you are having with Search ? What are your desired outcomes moving forward?
- Is there a particular API you would like to use?
- There are many ways GLG can help you improve your Search rankings and site search results?
  - Would you like us to include these recommendations in our SOW?

Site Architecture
- Do you want to continue the use of Microsites for each product, or are you comfortable consolidating all the sites under one main URL?
  - Also, is it okay if product descriptions and training materials live within the appropriate products section?

1524 Fifth Avenue
Suite 400
Seattle, Washington 98101

tel/206.223.5548
fax/206.223.0818
web/glg.com

- Are you open to un-gating most of your content, so that users can easily dig deeper?
    - Or, would you consider using a simple username / password form?
- There was a request that each video have its own page. Could you please expand on the rational for this?
- Are you open to our recommendations on Navigation style as responsive websites have more constraints when it comes to sizing and scaling

Content
- In this project, what priority would you put on the restructuring and handling of content to make it more digestible, targeted, and searchable?
- When looking at page content (length, tone, etc…) GLG recommends using a Mobile First approach. This means we design and streamline the content to feel comfortable and readable to the user. This will mean cutting your content down to about 1/3 of what you have now.
    - Are you comfortable with this Best Practices approach?
- What is the best way to assist you in copywriting since we will be establishing overall messaging versus writing/editing all of the content?

Assumptions
- DreamBox will be filtering and providing GLG with Customer Testimonials and Customer Quotes
- DreamBox will be tasked with tagging all existing Blog content

Usability
- Will the Canadian site need to be localized?
- Can we discuss browser support expectations?
- Are you asking GLG to undertake A/B testing, or is this something DreamBox will take on?

1524 Fifth Avenue tel/206.223.5548
Suite 400 fax/206.223.0818
Seattle, Washington 98101 web/glg.com

- Have you seen an Export to PPT or Evernote used on another site? Is this to help site users sell to their decision makers?
  - Have you considered exporting to PDF as well?
- A ticker tape with "quotes" could distract from your overarching messaging. Is this okay, or should we remove this request?

Look and Feel

- What is the overall intent of this redesign? What outcome would you like to see? For whom?
- How do you want to present yourself to different audiences? Is there unity and variety or do we employ the same overall visual and messaging tone?
- Do we base the messaging tone on the recent video wherein we focus on honestly presented customer stories?
- Do we utilize Gubs and other characters or photography or both? Do they cross-pollinate?
- What adjectives would you use to describe the ideal user experience?
- Is there a new or revised brand?
- Are there brand guidelines covering color, typography, photography, copy, etc.?
- Is there a brand library of graphics and photography? If so, how do we access the assets?
- Are there any upcoming products or characters that we may want to include in the design
- DreamBox would like to have their home page be more "fun." Can you describe on how "fun" looks and feels to you?
  - There was also an ask for more "Product" and "What we're selling" info." Can you clarify what you are selling (success, solutions, etc...)

- o The word "play" was also mentioned. Was this a feeling, an attitude, or suggestions of actual "play" movement?
- DreamBox expressed a desire to showcase their personnel and include lots of people pictures. Is there a specific objective that this accomplishes?

Social

- Can you explain why you would like your Mobile sharing to redirect to the Mobile App?
    - o What specific type of content would they be sharing?
- For sharing, you are advocating the use of Facebook, Twitter, Edmondo
    - o Are there any others we need to be aware of?
    - o Do you have anyone on staff to moderate / feed social content?
    - o Are you aware that Twitter is starting to see a large downturn in usage?
    - o Are you getting much traffic with your Twitter feed?

Scope

Along with the site redesign with responsive (scaling) pages and friendly, persona driven content, are we also on the hook for:

- New landing page templates? How many?
- Matching email templates x6 (Newsletter, Events, White Paper Promo, Microsite Announcements and Outlook x2)
- Assuming GLG will not be touching the Mobile or iPad apps.

Other

- Can you expand on your desire to set a foundation for international?
- How do you see the main site integrating with your eventual e-commerce and subscription pages.
    - o Can you define what you mean by subscriptions (RSS feed, other)?
- Will any content be added or removed before the revamp launches?

1524 Fifth Avenue
Suite 400
Seattle, Washington 98101

tel/206.223.5548
fax/206.223.0818
web/glg.com

- Is Dreambox keeping the iPad site for the foreseeable future?
- Can you explain the function of the Mobile App?

To Discuss
- Duplicate content is bad for SEO.
- Outbound links need to be maintained and moderated.

Technology:
- Platform and Environment
- Security Considerations
- Performance Criteria
- Presentation Layer Requirements
- Third-Party Technology Integration
- Legacy Considerations