

What to prepare for an introduction call with Ester Digital

Getting a new project is always exciting and intriguing. However, it can also be challenging in quite some ways: before we dive into the creative process, we need to ensure we fully understand your request and vision of the final results. There are lots of details to consider, and all of them matter.

Thus, we prepared a list of questions we are keen to ask during our call. This list does not cover every aspect of what we need from you: we are not going through all these questions during the first meeting.

Our call will last around 20-25 minutes and will be the first of three planned for your project. The second one will be a presentation of a Service Proposal with an estimated time and budget while the last one is usually scheduled between our technical team to discuss the technology stack and integrations for your project.

Understanding basics of your business and what do plan to transform in your digital presence

[10 minutes]

A majority of requests we receive are usually about designing or redesigning corporate websites built on a variety of technologies: from WordPress to Headless, we've heard and probably worked with all of them.

Anyway, typically we need to dive into the nature of your business in the first place:

- **Why do you need to build or redesign your website?**

Finding out if it's a completely new project. If you need a redesign, it's vital to know why.

- **What business goals do you want your website to achieve?**

Knowing goals is no less important. You have them as well as be aware which of them can't be achieved with the current version of a website.

- **What will users get on your website?**

We need detailed information to know what exactly should be offered to users.

- **Who is your potential audience?**

Every website is made for someone. Hence, you need to know who's your audience and what are their needs to get the desired results.

- **How will you determine success?**

To determine your website's success, you will need to set up some goals beforehand. They can be long- or short-termed, or both. Let's decide what's essential for you and track it after the launch of the website.

- **What do you like and dislike about your competitors' websites?**

Analysing your competitors' websites is always beneficial. Even, if you don't really like them.

Let's learn a bit more about your scope of work [10 minutes]

Now that we've covered the basic questions, it's time to go a little bit deeper. Here are the questions that might help to fasten the whole creating process and avoid miscommunication.

- **What's the project timeline?**

This is going to help us with establishing the launch date and monitoring the progress of the project. With a certain date, we'll be able to plan everything in advance and not blow a deadline.

- **What's the project budget?**

This question is also crucial, especially, for small business owners. Our team needs to know what to expect when it comes to money to be able to plan everything out. Sometimes clients will have to choose some features over others to fit into the budget, and sometimes they'll have more options than expected. Anyway, it's important to have a realistic vision of the future website before the start of its creation.

- **Which functions or features are really necessary?**

The answer to this question depends on the website's purpose. For example, there is no need to add the online payment function to the news blog. It's always wiser to decide what's really necessary and what's just "nice to have".

- **How much traffic do you expect?**

Is your website for local people or is it international? Is there a possibility of thousands of users visiting it at once? Should you be prepared for the website's crash or is it unlikely? That's what this question is about.

- **Do you have a proposed sitemap prepared?**