# DGMD E-23 Winter 2020 Assignment 1 Turn-In Sheet

## Class 1

**Goals: Organizational, User, Website/App Goals**

**Revenue Streams (video):**

**Channel(s) (video):**

**Elevator pitch/value proposition:**

*[company name] makes it easy for [target customer] to [thing that product does] so that [benefit of the product]*

You may have more than one of these. You might wish to associate different pitches with different target audiences/personas.

**Metrics for website success (video)**

**Project risks (video)**

**Project milestones (video)**

**Competitor review #1**

* Include competitor name, URL, and a sentence or two in how they compete.
* Who are the top competitors? Roughly how much of the market share do they have?
* What is the tone of the language used on each competitor’s site? How does that differ between sites?
* What are the differences between offerings of different competitors? Where do your offerings fit?
* Who do you think they are targeting primarily? Is it the same as your target audience?
* How are people responding to these brands (check twitter, facebook, instagram, pinterest etc.)
* If you wish, consider customer service, business model, geographic location, or other relevant criteria.

**Competitor review #2**

* Include competitor name, URL, and a sentence or two in how they compete.
* Who are the top competitors? Roughly how much of the market share do they have?
* What is the tone of the language used on each competitor’s site? How does that differ between sites?
* What are the differences between offerings of different competitors? Where do your offerings fit?
* Who do you think they are targeting primarily? Is it the same as your target audience?
* How are people responding to these brands (check twitter, facebook, instagram, pinterest etc.)
* If you wish, consider customer service, business model, geographic location, or other relevant criteria.

## Class 2:

**Two empathy maps (see Canvas handout)**

**Two personas (see Canvas handout)**

**Survey with 5 questions (video)**

## Class 3

**BRAND GUIDE**

**Colors:**

**Typography:**

**2-3 icons OR 2-3 widgets**

**Tone and voice document (2-3, no more than 5, in Canvas)**

**Logo (2-3 examples)**

## Class 4

**Card sort for primary persona (show photo)**

**Card sort for one of the other personas (show photo)**

**List final navigation here (bullet list preferred)**