

GUIDE · 6 PAGES

How we scope a first project.

The exact structure of the first conversation and the discovery week that follows.

The first conversation

Every project starts with a thirty-minute call. We're not pitching in this call, we're listening: what's the problem, who feels it, what have you already tried.

We ask for one thing at the end: a short walkthrough of the actual workflow, screen-shared or in person, whichever is easier.

The discovery week

Day 1-2: we sit with the team doing the work. Day 3: we map the workflow as it actually happens, not as the org chart says it happens.

Day 4-5: we draft a one-page scope, review it with you, and cut anything that isn't essential to the first measurable outcome.

Writing the scope

A good scope fits on one page: the problem, what we're building, what we're explicitly not building yet, and the one number that tells us it worked.