

WEBSITE:

- New venture
 Existing site

#1

What is the main **purpose** of the website?

#2

What is your **why**?

#3

Who is your **audience**?

#4

What do they **want**? *What are people looking to find / do on your site?*

#5

How will your website be **helpful**?

#6

What defines project **success**?

#7

If this is a redesign,
Why are you **changing** things?

#8

What **other websites** do you admire?
Jot down a few url's. They don't need to be in the same industry

#9

What's your **budget**?

Website budget

Promotional budget

Notes

#10

How will visitors **find you**?