

UNDERSTAND YOUR CLIENT

For the purpose of this exercise lets call your customer the 'client' and your customer's customer the 'visitor'

1. Who is your client?

What is their name or business name?

2. Why does your client want from a website?

What is the purpose? What are they hoping to achieve?

3. What is the product or service your client is selling or providing information about?

What do they do? What are they hoping the website will do for them?

UNDERSTAND YOUR CLIENT'S VISITORS

1. Who are your customer's visitors?

How does your client describe them? How would they describe themselves?

2. Why are they visiting your client's website?

What is the purpose? What are they hoping to achieve?

3. List 3 things that your visitors wants from your client.

Do they want information? If so, what?

Do they want to buy? If so, what?

Do they want to book? If so, what?
