

Okay, at this point, you're shouting that the website is for you, so you know exactly who the perfect customer is. However, the same questions must be asked of a customer as of you.

- What made you decide on having a website?
- Why can't you use existing 'online' platforms like Facebook?
- Have you identified barriers that might affect progress?
- What will you show?
- What will you tell me?
- Why should anyone care?

Very direct questions that should get your brain buzzing.

Often, after you've scribbled down your logo, picked the colour scheme, and have a spreadsheet predicting major growth for the next 5 years, you'll face the reality of - who is this for?

- Personal Sites are more about your voice and sharing.
- Customer-focused sites like a shop or a training site must focus on what do they want to get out of it?
  - A less-cluttered shopping experience
  - Well laid out information
  - Providing solutions to questions or problems

If you want an 'Amazing Site' however struggle to articulate the aim, the bow, and the arrow, then you won't hit the target. We want to solve your pain-point as long as you can describe it.

Clear goals help to decide the best path to dodge the pain.