PART 5
What information do users need from my website?
For example...
Timetable and pricing; Teacher profiles; Philosophy and approach
Contact and location details

PART 6
What is the tone (branding) of the website?
For example...
Professional, authentic and approachable
Or... playful, fun, serious, minimal, dramatic, light, fresh, easy-going
PART 1
What is the business objective?
For example...
To establish my consultancy; To market my product; To sell my custom cards; To host a conference; To showcase my designs/art/photography

PART 2
Who are your users?
For example...
What are their needs? What problem are they trying to solve? What are their expectations? Where are they? Which platforms are they using? What is their income bracket? Likes/dislikes? Etc...

PART 3
What is the website objective?
For example...
To build the reputation of my yoga studio; attract customers and scheduling bookings; To showcase my designs/art/photography; To host a conference; To market my consultancy; To sell my custom cards

PART 4
What are the functions of the website?
For example...
Manage user accounts and transactions; Facilitate bookings; Collect email addresses for newsletter and promotions; Use their expectations? Where are they? Which platforms are they using? What is their income bracket? Likes/dislikes? Etc...