

Basic questions for a person who needs to develop an e-commerce website:

1 **What is your business about?**

2 **How old is your business?**

3 **What online representations do you have (links)?**

4 **What are your business objectives for the next 3 years?**

5 **Who is your target audience (geography, tastes, needs, gender, age)?**

6 **What are your unique selling points?**

7 **What does a portrait of your dream customer look like?**

8 **What are your closest competitors (links)?**

9 **What do you like about your competitors' websites?**

10 **Are there any examples you would like to use in designing your website?**

11 **How many people would usually manage your admin panel?**

12 **How do you ship your products (shipping methods)?**

13 **What payment methods do you offer?**

14 **What payment processing do you use?**

15 **How many unique SKUs do you have?**

16 **How many unique SKUs do you have?**

17 **How many customers do you have?**

18 **How many sales do you make daily/monthly?**

19 **What deadlines do you have?**