

What is the purpose of your website or web app?

This is the most important question of your project. Be brutally efficient and use no more than seven words. A great example is Airbnb's pitch statement:
"Book rooms with locals rather than hotels."

What experience do you want your audience to have?

Your audience will develop a perception of your website or web app after using it. How do you want them to feel? Secure? Informed? Involved?

What tools do you need to achieve your purpose?

Some websites only need a contact form, while others need a secure management dashboard. Your tools can be standard or unique.

How will you know when your website or web app is achieving its purpose?

What do you need to see to convince you that your website or web app is doing what you want it to do?
