1. what is your business?  High-end designer sock company
2. what is the business ethos,? very high-quality socks
3. what do you produce/make/offer/sell, very high-class socks
4. who is your target audience? High-class people who want designer socks.
5. what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein, Aesthetically pleasing website that’s easy to use and great quality product overall
6. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? Something specific about the quality of our product
7. are they already familiar with the service or product that you offer or do they need to be introduced to it? Very familiar with our product ours is just a tier above all competitors
8. are they looking for time sensitive information, such as the latest news or updates on a particular topic? no
9. do they want to discover information about a specific product or service to help them decide whether to buy it or not? yes
10. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details email and telephone email telephone
11. will visitors be familiar with your subject area / brand or do you need to introduce yourself? Introduction of the brand will be necessary while product itself will be familiar
12. will they be familiar with the product / service / information you are covering or do they need background information on it? Familiar with the product overall will explain how are’s puts all other socks to shame
13. what are the most important features of what you are offering? High quality comfortable socks for all high class occasions
14. what is special about what you offer that differentiates you from other sites that offer something similar? No one’s socks compare to our socks quality comfort and price
15. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area? Yes
16. we used a beige and tan color scheme throughout our website and used a eye catching background picture and the expanding panels element right at the top of our page where the eye first gazes