Questions

## How have you been currently updating the website?

Have you been using software like Dreamweaver? Or do you login into a website to make updates?

## What are the current problems or changes you’re facing as a business?

E.g. “We don’t have enough customers”, “We’re getting negative feedback”, “our image isn’t creating the right impression”, “We’re not attracting the right kind of customers, “We’d like to get more people getting involved”, “we want to attract more funding”, “We want more people to attend/visit our events/artwork”, “we want more collaboration with other organisations”, “people don’t know where to find us”, “we would like to reach more people” etc.

## What do you want users to do / see?

This is not what you want the website to do, but what you would like people to do. We want users to:

* Visit our events/exhibitions
* Participation - Join in with our activities
* Collaborate and/or volunteer
* Book a private workshop (schools)
* Connect and engage with us (Sign-up to our newsletter, Follow us on Social Media)
* Provide further funding (Large support networks and organisations)
* Provide fundraising (individuals and companies)

## Who are your customers?

1. Mostly females
2. Families and children of all ages
3. Teachers and educators (who value creativity)
4. Vulnerable members of the community? Older people, people with disabilities, and mental health issues?
5. Adults of all ages seeking wellbeing and creative outlet
6. Within Worthing and surrounding areas
7. Health, wellbeing and lifestyle market
8. Young adults hoping to develop a career in the creative industries?
9. Artists and designers

## What do your customers value? What do they want/need?

Wellbeing and positive solutions to help them

Sense of community and belonging

Fun, craft, creativity

Celebrating art all artforms

## Market Research?

Who else is doing what you’re doing or something similar? This could be local, nationwide or worldwide!

## Personality and Brand Essence?

What words describe your brand personality?

Creativity

Wellbeing

Fun, quirky playfulness

Community

Approachable

Family Friendly

## What is the Value Proposition / Mission?

Amongst the paint, glue and enthusiasm we always aim to motivate our community to explore their creativity, and learn the value of art and design. Our ultimate goal is to help inspire people to make, create and experience the health benefits of the creative process through activities and exhibitions.

## Have you any specific requirements?

E.g. please include the mailchimp signup form. Would you like a blog? Needs to be very easy to update.