1. The business is selling watches.
2. The business ethos is trying to sell cheap watches.
3. We sell watches to people.
4. The target audience is middle class people.
5. The key motivations is for people who want a decently nice watch but can’t afford to pay too much.
6. The website is catering to people who would like to have a watch but need a cheap alternative to expensive watches.
7. They are already familiar with the product.
8. No, they are not looking for time sensitive data.
9. Yes, mainly they want a good price but at the same time relatively good quality.
10. Yes, they need to contact us so we put in contact information.
11. We will have to introduce ourselves as low priced but good quality watches.
12. They don’t need background information, it’s just watches.
13. The most important features are low priced watches for low income people yet retaining quality.
14. The price will hopefully differentiate our products from others.
15. Not particularly.