

Vero - Project Definition Questionnaire

*This document assists in gaining a broad understanding of the business model.
This insight will inform the project's general direction and development process.*

Business Overview

- Can you describe the core concept of your business? (What it is, and how it works)
 - What inspired you to focus on themed party packs specifically?
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Product Offerings

- Can you provide an overview of the different themed party packs you currently offering or you are planning to offer?
 - What types of items are included in each party pack? (Provide list)
 - Are there any standout features of your party packs that you'd like to highlight?
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Customisation Options

- Are there customisation options available for the party packs? If so, what are they?
 - How do you envision customers selecting or customising these options on the website?
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Content Presentation

- How do you want customers to find and explore your party packs on the website?
 - What sections or categories do you think are essential for the website to effectively showcase your party packs?
 - Are there any existing competitors that you admire or think are doing a great job?
 - What specific features or elements do you like about their sites?
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