**Why does the client need a website?**

To be able to streamline potential buyers of precious metals, in his possession, into being able ot purchase such items at any time that they wish

**What is the purpose of the website?**

See above

**What specific objectives will the website accomplish? In other words, what problems does the client hope the website will solve?**

Make it so people can go to the website to get their answers. Will have all the information people will need in order to buy their product including

-price

-coin identifier guide

-pictures of coin

-information about each coin

contact info: Name and cell phone number

**At whom is the website targeted?**

Precious metals buyers specifically investors looking to recession proof their current investments.

-Seasoned people who know what thye want (above)

-new investors who are frustrated with the typical investment system and low return rates

-people who need to make money on savings when banks would give less than 1% interest per year

**How does the client plan to measure the success of the new website?**

Website hit counter to see how many people visit the site

-how much he sells through the website

**If the client already has a website and you are redesigning the site: what issues does the client’s current site have that a redesign will need to address? What do users think of the current site?**

Does not have a website for this buisness

**Has the client ever worked with a designer before? If so, what kind of experience did the client have?**

Yes- good experience. Accomplished its purpose. Expensive, fulfilled all needs and change requests, positive because of fulfillment, never over reacted to any ridiculous requests.

**Can the client provide you with some sample content (text and imagery) within a week?**

Yes he can provide me with content with in a reasonable time frame.

Content for website: <https://www.dropbox.com/sh/2jlwdfhfdgd4d96/AAD1jZTT8ipBMgfeR13oE9wFa?dl=0>

Bullion Guide online:

Gold link- <http://www.coinflation.com/gold_coin_values.html>

Gold Link-<http://www.silverrecyclers.com/Calculators/gold_calculator.aspx>

Silver Link- <http://www.coinflation.com/silver_coin_values.html>