* What is the purpose of your site?
  + The purpose of my site is to give a small business a professional look and feel to the customers it attracts.
* Who is the target audience?
  + The target audience for the site are souvenir retailers at various tourist attractions in North America.
* How can I tailor the site to reach that audience?
  + Making sure to use the meta tag in the <head></head> portion of the HTML to include keywords that the audience might be using to search the web for products the company sells.
* What are the goals for the site?
  + The main goals are:
    - Make the site have a smooth feel and look.
    - Make it easy for everyone to use.
    - Help draw more customers and potential customers to the site.
* How will I gather the information?
  + I will gather most of my information from the current website and by reaching out directly to the owner of the business. The owner is my mother-in-law.
* What are my sources for media content?
  + As with the information, I am going directly to the source. I will use photos and logos directly from the existing website or get the content from the owner of the business
* What is my budget?
  + Since this will be a free project, the budget will be in hours/time spent. The budget is a maximum of 7 hours/week until the desired design is reached.
* What is my timeline?
  + The first few weeks will mostly be made of design. The site may just be a static site to show the design on various screens. Next comes the functionality of the site as more CSS is worked with and more interactive elements are added.
* Who is my project team?
  + The project team includes The Owner of the company, her design consultant, and myself.
* How often should the site be updated?
  + The site will be updated on a quarterly basis or as needed. Inventory might be added or removed, and adjustments need to be made at least quarterly if not more frequently.
* Who will update the site?
  + Since I have long-lasting ties with the owner, I will do the updating as needed.