**Pre-meeting with Teacher**

**Guidance and Structure**

We were too low-level

Start with *why*? Why is this important? Why do you want to do it? What’s in it for…?

Follow up the why questions to get more pointed information

The primary goal is to build our **vision and scope**

This doesn’t need to be technical

Avoid technicalities at the beginning

Involve the team in the discussion, distribute the work

**Revised Questions**

Who? What? Where? When? Why?

Why does your business need a survey tool?

What problems are you trying to solve?

What improvements are you seeking?

How will this help your business

Who is using it?

Why develop a new platform, when these free alternatives exist?

How do you envision the end product?

Where do you want people to use this?

What does your company do?

What is the purpose of surveys for your company?

What is your vision?

**Ideal Ordering**

WHat does your company do?

Why do you want a survey tool?

How do you envision this survey tool?

Our client is someone who is helping other companies do market research

They already build and deploy surveys

Now they want a tool to distribute

**Meeting Outline**

1. What does your company do?
2. Why does your business need a survey tool?
   1. What problems are you trying to solve?
   2. What improvements are you seeking?
      1. How will this help your business
   3. Who is using it?
3. What features do you wish to implement that will make your product different from the existing alternatives?
   1. Major
   2. additional
4. How do you envision the end product?
   1. Where do you want people to use this?
   2. What features do you need this product to have?