1. **What is the subject/ topic?**  
   -Light (Company)
2. **Define the purpose: 5W + H**  
   **• Who:** To customers  
   **• What:** Introduce ‘Light Company’  
   **• Why:** Because, this website’s purpose is introduce  
   **• Where:** Anywhere  
   **• When:** Anytime  
   **• How:** Connect online
3. **List your goals of the website**  
   -Shows simply and modern design website  
   -Contains clearly information and easy to handle each pages
4. **Define your target audience   
   (Gender + age and/ or location and/ or special interest)**  
   -From early 20s to early 50s. Female and male both.
5. **Who are the competitor? (Minimum 3) List the URL**  
   -www.lightingplus.co.nz  
    ->Well: Ad pop-up video as soon as enter the site  
    ->Poorly: Too much information. Not enough white space.  
     
   -www.edenlighting.co.nz  
    ->Well: Information that shows clearly  
    ->Poorly: Fonts size are too big.  
     
   -ecc.co.nz  
    ->Well: Appears side navigation bar when scrolling down   
    ->Poorly: Web site design does not match lighting.
6. **What are the technical requirement?**  
   -Javascript and Jquary(Show, Css Properties etc…)