These questions were provided by my mentor, Joe Dallacqua:

Essential questions:

- What works about the current website/application?

- Why do you think the website/application needs a redesign? What are you hoping it will accomplish?

Additional questions:

- Is there anything you feel is missing from the website/application?

- Is there anything that you've always wanted on there but told we couldn't do?

- Is there anything on there, or in the branding, that you absolutely love? Something you would never change?

- Is there anything on there that drives you crazy? What are the major pain points?

Conversation starter questions:

"I don't like the colors."

"Why not? What is it about them that you don't like?"

"I've always hated green."

"Does anybody else have a problem with the green? Is this something we can lose?"