**Thank you for your participation in this survey!**

This survey aims to gather your valuable input on the development of a new website and mobile app for our clothing store. Your responses will help us ensure the final product meets the needs of our customers and aligns with our business goals.

**Please answer the following questions to the best of your ability. All responses will be kept confidential.**

**General Information**

1. What is your role in this project (e.g., Client, Project Manager, Developer, Designer)?
2. How familiar are you with e-commerce platforms and mobile app development (Very Familiar, Somewhat Familiar, Not Familiar)?

**Project Requirements**

**Website and App Functionality**

1. What features are most important to you for the website and mobile app (e.g., product search, shopping cart, user accounts, order tracking)? (Select all that apply)
2. Are there any specific features you would like to see included that are not listed above?
3. Are there any features you consider to be out of scope for this initial project (e.g., advanced inventory management, social login options)? (Select all that apply)

**Target Audience and User Experience**

1. How would you describe our target audience (e.g., age range, interests, shopping habits)?
2. What kind of user experience are you hoping to create for our customers (e.g., easy to navigate, visually appealing, personalized)?
3. Are there any accessibility features that should be considered for the website and app (e.g., screen reader compatibility, keyboard navigation)?

**Marketing and Promotions**

1. How do you envision using the website and app for marketing purposes (e.g., email marketing, social media integration, promotional banners)?
2. Are there any specific loyalty programs or reward systems you would like to implement?

**Technical Considerations**

1. Do you have a preference for a specific e-commerce platform (e.g., Shopify, WooCommerce, Magento)?
2. How important is it to develop a native mobile app for iOS and Android platforms in your opinion? (Very Important, Somewhat Important, Not Important)

**Project Timeline and Budget**

1. Do you have a preferred timeframe for the completion of this project?
2. Is there a specific budget allocated for the development of the website and mobile app?

**Additional Comments**

1. Please share any additional comments or suggestions you may have regarding the website and mobile app development project.

**Project Goals and Objectives**

* How do you envision the website and mobile app contributing to the overall success of the clothing store?
* What specific metrics or KPIs will be used to measure the success of the project?
* Are there any key performance indicators (KPIs) or metrics that you would like to track to evaluate the project's success?

**Design and User Experience**

* What are your preferences for the overall design aesthetic of the website and mobile app (e.g., minimalist, modern, vintage)?
* How important is it to you that the website and app have a visually appealing and engaging design?
* What are your thoughts on using personalized content and recommendations to enhance the user experience?

**Mobile App Development**

* If a mobile app is developed, what features do you consider essential for both iOS and Android platforms?
* Are there any specific mobile app development frameworks or technologies you would prefer to use?
* How important is it to ensure a seamless user experience across both the website and mobile app?

**Technology and Integration**

* Are there any specific technology constraints or limitations that need to be considered (e.g., budget, existing systems)?
* How important is it to integrate the website and mobile app with existing systems or third-party services (e.g., CRM, ERP)?
* Are there any specific security concerns or requirements that need to be addressed?

**Maintenance and Support**

* How often do you envision the need for updates, maintenance, or bug fixes after the initial launch?
* What is your preferred method for receiving technical support and resolving issues?
* How important is it to have ongoing support and maintenance available for the website and mobile app?

**Additional Questions**

* Are there any specific competitors or industry benchmarks that you would like to reference or compare against?
* How do you envision the website and mobile app contributing to customer loyalty and retention?
* Are there any specific challenges or risks that you foresee in the development or implementation of the project?