**Purpose and Goals:**

* Describe Your Business in a Few Sentences? +
* Can you describe what kind of coffee shop it is? For example, is it a coffee-on-the-go kind of shop? Or are there places where people can sit and have a cup of coffee? Sit inside + terrace

What specific goals do you want to achieve with the website (e.g., increase online sales, provide information, build a brand)? provide information, build a brand

**Target Audience:**

* Who is your target audience or ideal website visitor?
* What can visitors do on the website?

**Content:**

* Is there a general feeling you would like your website to give? (for example, would you like it to feel homey, warm and cozy? retro and vintage? fun and welcoming? elegant and high-end?, modern, corporate, minimalistt.c) blue yellow minimalistt
* What is your menu?
* Logistics:
  + *Location(s) of the coffee shop? +*
  + *What is the schedule? (Opening hours)*  
      
    *no time known, all days except sunday*  
      
      
      
      
    *teaser – 4 weeks befor*
* Socially related Questions:
  + *Contact information and social media of the coffee shop?*
* Do you have existing content (text, images, videos) that you want to include on the website?
* Do you have branding guidelines (logo, color schemes, fonts) that should be incorporated?

**Functionality and Features:**

* What specific features or functionality do you want on the website (e.g., contact forms, e-commerce, blog)?
* Is your shop a place where people can make table reservations?

**Design and User Experience:**

**Now you can ask**

* Do you have any design preferences or examples of websites you like? -
* What is the desired look and feel of the website (e.g)? minimalism
* Are there any specific colour schemes or branding elements to incorporate? Yellow/blue

**Competitor Analysis:**

Are there any competitors' websites that you admire or want to benchmark against?

What makes your website unique compared to competitors?

**Wrapping Up**

Do you have a timeline?

Any other specifics about your shop that you would like us to know?

What is your Budget?

Do you have any sponsors?