



Noble Pixels
Web Development Studio

E-commerce Client's Questionnaire

Specs Questions:

1. About the **Customer** section.

- What kind of loyalty programs are you thinking about?
- What does the ideal shop search feature should offer?
- What information do you want the user to be able to save on their profile?
Search History? tastes? reviews? etc...
- Do you want any type of filter on categories?
- Do you know what the Architecture of the shop will look like?
- How about the ideal product page?

- Any Ebooks? Downloadable product?

2. About the **Order Processing** section.

- Can you please describe the processes and the functionalities you need?
- What exactly do you have in mind regarding PO's? What kind of checkout/payment are you thinking about?
- What about inventory? Can you describe the process please?
- Do you already know shipping rates and carriers?

3. About the **Site Management** section.

- Do you need to Import products into the shop or will you start fresh?

- What type of accounting features or options do you need?

- What about reports? And Analytics?

General Questions:

1. What are your main goals from the website?

2. What does success look like? What about your current situation do you not like?

3. Which institution do you identify as your main competitors online?

4. Could you describe your audience groups?

5. What additional services apart from traditional e-commerce are you interested to offer to clients?

6. Are you interested in having other languages on the website? Other currencies?

7. Are you interested in working on Search Engine Optimization?

 8. Are you interested in receiving Search Engine Marketing analysis and strategic consulting?

 9. If interested in paid advertising, which channels do you prefer?

 10. Are you interested in Social Media developments?

 11. Are you interested in Email Marketing?

 12. Any questions for us?
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