

## Brand Questions

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1. Is there a page on your site that perfectly captures your brand? If so, provide a link and tell us why.
2. How about an example of something that's NOT your brand?
3. What's the most important thing for you to communicate to the world about your brand?
4. Where does your brand fit on the following scales?

Casual	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Formal
Approachable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Exclusive
Silly	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Professional
Unabashed	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Subtle

## User Questions

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1. Who are your current users? Be as specific as you can (e.g. location, level of education, interests).
2. Are you happy with this audience? Or is there a dream user base out there you haven't quite cracked?
3. How do you want them to feel when they interact with your site?

## Competitor Questions

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1. Who are your top three competitors?  
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2. How do you provide a different experience for your users from the above?