

## **Interview Questions to Determine the Website Specifications for Piquant Gourmet Foods**

As an undergraduate student at UBC, I am working on a technical writing project. The purpose of this project is to determine the feasibility of developing a website for Piquant. This interview will provide insight into the desired functionality for the prospective website and guide my further research. The answers gathered from this interview will be presented in a formal report and shared with the members of this technical writing class. This interview is composed of 8 questions and will take approximately 30 minutes.

Thank you for your time and participation in this interview.

### **The following questions will be used as a guide for the interview:**

1. What audience would you like the website to appeal to?
2. Which website features are necessary for Piquant? (eg, e-commerce, advertisements, etc)
3. Would you like to receive tracking and analytics of customers website activity?
4. After visiting the website, how would you like customers to communicate with you? (eg. email, phone, etc)
5. What is the budget for this project?
6. Would you be interested in hiring a professional web developer?
7. How would you like your brand represented on a website?
8. What types of website designs do you find most appealing? (i.e.. Website appearance)