



REQUIREMENTS ELICITATION TOOLKIT

Client Requirements Questionnaire

This is for you to complete. It helps us understand your business and what you need before we start designing and building, so our first working session is spent discussing your answers rather than starting from a blank page.

There's no need to overthink it. Rough notes are fine; we'll dig into the detail together afterwards. It should take about 20 to 30 minutes.

If you're a startup or founder without an existing business, customers or trading history yet, that's fine: answer from your plan and best guess wherever a question assumes something that hasn't happened for you yet, and leave anything blank that genuinely doesn't apply.

Field	Detail
Client	[Client name]
Project	[Project / product name]
Prepared by	Roger Richman, Solution Architect and Digital Product Designer
Version	[v0.1, draft]
Status	[Draft / In review / Approved]
Date	[DD Month YYYY]
Approved by	[Name, role: pending]

SECTION 01

About your business

What does your business do, or what will it do, in a sentence or two?

What stage are you at: an idea, pre-launch, live and growing, or established?

What's changed recently that makes this project a priority now?



SECTION 02

Your customers

Are you serving one type of customer, or more than one, for example both sides of a marketplace, or a buyer who's different from the end user? Briefly describe each one you serve.

Who is your main customer, existing or intended? Describe them as a real person if you can, not just a demographic.

If you already have customers, how do they find and use your business today? If not yet, how do you expect they will?

Is there anything about them, age, location, technical comfort, access needs, that should shape how we build this?



In one sentence, what problem is this project solving?



SECTION 04

What you want to build

Describe, in your own words, what you'd like this project to do.

Is there an existing website, app or system this replaces or needs to work alongside?

What's the one thing this absolutely must do to be worth building?

What would be nice to have, but isn't essential yet?

Is there anything you definitely don't want included, at least for now?



SECTION 05

Look and feel

Do you have existing branding (logo, colours, fonts) we should use?

Are there other websites or apps whose look and feel you admire? What do you like about them?

Any styles, colours or approaches you'd like us to avoid?



SECTION 06

How your business runs

How does, or will, your business make money: one-off sales, subscriptions, bookings, commission on a marketplace, advertising, membership, licensing, something else?

Is there a physical, delivery or logistics side to what you do or plan to do?

Who else needs to be involved in decisions about this project: co-founders, investors, a team, or just you?



SECTION 07

Technical background

Do you already have a website host, domain, or any technical systems in place?

Is there anyone on your side who'll manage or update this after it's built?

Will you handle any sensitive customer information, such as payments or health data, now or once you launch?



SECTION 08

Timeline and budget

Is there a date this needs to be ready by? What's driving that date?

Do you have a budget range in mind, even a rough one?

How much time can you commit to this project: meetings, feedback, providing content?

SECTION 09

Anything else

Is there anything else we should know before we start?

Thank you for taking the time to complete this. Once we've received it, we'll be in touch to arrange a short call to go through your answers together and agree next steps.



Roger Richman

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