1. Why are we doing this?
	1. *What is the reason this website/app/system needs to exist?*
	2. *What problem does it solve, for you (the requestor) and for the website/app/system users?*
	3. *What's the challenge you are trying to solve?*
2. Business Goals - What is the objective?
	1. *What metric(s) are you trying to improve (i.e. time spent consolidating spreadsheets = ~ 40 hours in a given month)?*
		1. *Are you currently tracking these metrics?*
	2. *What situation are you trying to avoid/prevent? What is the value for your group/the organization/the company to do that?*
	3. *What makes this website/app/system stand out from others?*
	4. *Any timeline information we should be aware of (i.e. key deliverable dates)?*
	5. *Do you have a projected Go-Live Date in mind? \**
	6. *What is the priority by your team’s management for this effort? \**
3. Users - Who is the audience and what's valuable to them?
	1. *Who's the target audience?*
		1. *User Name/Role:* *Goals:* *Needs:* *Wants:*

* + 1. *User Name/Role:* *Goals:* *Needs:* *Wants:*
	1. *Estimated number of users for the app?*
1. Context - What limitations are there?
	1. *Anything the website/app/system must not do? (technical limitations, regulatory requirements, industry standards?)*
	2. *Anything the app must do (follow regulations, Business structure/divisional)*
2. Specifics:
	1. *FUNCTIONALITY: What functionality are you looking to implement specifically?*
	2. *PROCESS: How much time/effort do you spend on the current process/tools or when the situation you are trying to avoid occurs (current state)?*
	3. *PROCESS: How much time/effort would you like to spend on the new process (future state)?*
	4. *OWNERSHIP: Who will be the designated App Owner/primary Decision Maker for this app? \**
	5. *NAME: What will this app be named? (i.e. this is what users will type into the browser to find your app and will also appear in the URL. Previous examples: “PIRMA”, “uTrack”, “MDR”) \**
	6. *BRAND: Do you have any branding guidelines, standards or logos we should use? \**