

# MIGRATION BRIEF TEMPLATE

Question	Answer	Comment	Link	
Main goal (reason) for Magento Migration				non-functional
What deadlines do you have?				functional
What are your business objectives for the next 3 years?				both
Who is your target audience? (geography, tastes, needs, gender, age)				
What are your marketing channels?				
What are your selling points?				
Describe your dream-customer.				
Would you provide the new design layouts for implementation?				
What are your closest competitors (links)				
What do you like about your competitors' websites?				
Any examples you would like to use?				
Your current platform				
What are the integrations with 3d party services/tools?				
How many people would usually manage your admin panel? (products, orders)				
What are the user roles you are using now?				
How do you ship your products (shipping methods)?				
What payment methods do you offer?				
What payment processing do you use?				
What is the number of unique SKUs you have?				
What is the number of customers you have?				
What is the number of sales you make daily/monthly?				
What is the maximum user traffic for you?				
Please share the project documentation you have.				
Please give us a list of key stakeholders on your side, their roles and responsibilities on the project.				
List of functionality you would like to illuminate on the future website.				
What do you like/dislike most about your cart-checkout process on the current website?				