

Migration brief template

Question	Answer	Comment	Link
Main goal (reason) for Magento Migration			
What deadlines do you have?			
What are your business objectives for the next 3 years?			
Who is your target audience? (geography, tastes, needs, gender, ages)			
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 use 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?			

non-functional

functional

both



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