

Key content gathering

For the user think about what is the purpose of their visit, what are they looking to achieve and what information they need to do this.

For the business think about what they want to the user to do and what information they want to communicate.

Add notes into the table below

What does the user need to do and to find out?		What do we want them to do and to know?	
To do	To know	To do	To know