



Stakeholder questions

1. What is your role within _____? What are the objectives for you and your team? How do these objectives support the overall business objectives?
2. Does your team deal directly with customers, suppliers or other external stakeholders? If so, please describe the nature of the interaction.
3. Who is the target audience for _____'s website? Tell us about them.
4. What is your opinion of the current _____ website? How does it help you achieve your objectives? How does it help customers achieve their objectives?
5. How does the _____ website compare to those of your direct competitors and peers? What are your competitors/peers doing well that you would like to emulate?
6. What do you think could be _____'s competitive advantage in the online space? How could it use the web to differentiate itself?
7. How would you define success for the _____ website? Would you be able to define specific goals or targets?
8. What is the biggest risk to the future success of the _____ website? What are the biggest challenges _____ faces in the online space?