# Your vision. Clearly captured.

Use the ChatGPT interview below, or fill pages 2-4 directly. For Word or another editor, use the Copy Word-ready brief box at bhsoftwareproductions.com/#project-briefs. "To confirm" is a useful answer.

**1. Start a ChatGPT text chat.**
Attach this PDF using the file/add button if available. If uploads are unavailable, copy the prompt and question map into the chat.

**2. Paste the prompt below.**
The interview covers your business, this service and the scope. Answer one question at a time; you can pause and return.

**3. Speak or type your answers.**
Use dictation or your device keyboard microphone if available. Review the transcript before sending. Keep this in the text chat so the brief and answers stay together.

**4. Review, save and return.**
Correct the final summary before requesting a PDF. If no download is available, copy the approved brief into a document and export/print to PDF. Then upload it in your BH project conversation, or email it to info@bhsoftwareproductions.com or rwhite@bhsoftwareproductions.com.

**COPY THIS PROMPT INTO CHATGPT**

Act as my project-brief interviewer for BH Software Productions. I am planning a website & commerce project. Use the question map on pages 2-4. Ask one clear question at a time, accept dictated answers and clarify vague details. Map pages, visitor actions, commerce, content ownership and tool integrations. Preserve my meaning and useful specifics. Do not invent answers, links, budgets, technical requirements or promises; mark unknowns as "To confirm". Separate launch must-haves from later ideas. Do not build, quote or place an order. After the interview, show a structured brief for my review: business and contact details; current website and social links; audience and goals; requested deliverables; visual direction; workflow and integrations; supplied assets and references; budget; timing; approvals; unanswered questions. Ask me to correct and approve it. Then create a new readable PDF named [Business]-[Project]-Brief.pdf from my approved answers, if file generation is available. Otherwise provide clean text for me to copy into a document and export as PDF. Include only information I approved, with a short action list for Rodney.

Use only business information you are comfortable sharing with ChatGPT. Keep passwords, keys, payment details and sensitive personal records out of the brief.

# Your business

Question map for your interview, or fill directly in a PDF reader. Save your completed copy before returning it.

**1. Your name and role**

**2. Email and preferred contact method**

**3. Business / organization and location**

**4. Existing website URL (or write new business)**

**5. What does the business do? Products, services and main offers**

**6. Who are your customers? Locations, needs and ideal audience**

**7. What makes you different? Competitors or reference brands**

**8. Existing logo, brand guidelines, images, content or social links**

# Your website & commerce project

Question map for your interview, or fill directly in a PDF reader. Save your completed copy before returning it.

**1. Pages, sections and content needed at launch**

**2. What should a visitor do? Inquire, book, buy, register or learn?**

**3. What works / does not work on the existing website?**

**4. Needed features: store, booking, accounts, AI, forms or uploads**

**5. Tools to connect: email, calendar, CRM, payments or other systems**

**6. Who supplies copy, photos and brand assets? What needs creating?**

**7. Style, colors, inspiration URLs and anything to avoid**

**8. Current domain / platform and migration needs (no passwords)**

# Scope & next steps

Question map for your interview, or fill directly in a PDF reader. Save your completed copy before returning it.

**1. Your main goal and how you would judge success**

**2. Requested deliverables and the three launch priorities**

**3. Budget range and flexibility (an estimate is welcome)**

**4. Target date, milestones and any fixed event or launch**

**5. Decision maker, contributors and who approves the work**

**6. Must-haves, accessibility, languages or special requirements**

**7. Reference URLs / filenames and materials you will upload**

**8. Anything else Rodney should know? Best next step / meeting time**