**CUSTOMER OR CLIENT NEEDS**

**ANALYSIS TEMPLATE**

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| **CLIENT** |  | | | |
| **POINT OF CONTACT** |  | | | |
| **CONTACT PHONE** |  | **CONTACT EMAIL** | |  |
| **CLIENT LOCATION** |  | | | |
| **LOCATION OF AUDIENCES SERVED** |  | | | |
| **GOALS AND OBJECTIVES OF ANALYSIS** |  | | | |
| **DESIRED OUTCOME** |  | | | |
| **TIMELINE** |  | | **BUDGET** |  |

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| **IDENTIFIED**  **SMEs** |  |
| **COMPETITIVE ADVANTAGE** |  |
| **SUCCESSES** |  |
| **BARRIERS** |  |

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