

## Key Functionality #1:

**Data Needed From User:** \_\_\_\_\_

*(Description of input/content needed from user)*

**Data Created For Site/Admin:** \_\_\_\_\_

*(What happens on the website after user submits/uses)*

**Connected Goals:** \_\_\_\_\_

*(Marketing/ Business goals connected to this functionality)*

---

## Key Functionality #2:

**Data Needed From User:** \_\_\_\_\_

*(Description of input/content needed from user)*

**Data Created For Site/Admin:** \_\_\_\_\_

*(What happens on the website after user submits/uses)*

**Connected Goals:** \_\_\_\_\_

*(Marketing/ Business goals connected to this functionality)*

---

## Key Functionality #3:

**Data Needed From User:** \_\_\_\_\_

*(Description of input/content needed from user)*

**Data Created For Site/Admin:** \_\_\_\_\_

*(What happens on the website after user submits/uses)*

**Connected Goals:** \_\_\_\_\_

*(Marketing/ Business goals connected to this functionality)*