**Checklist of what needs to be determined before starting the project with the Client:**

**1. Project Objectives:**

 - Clearly define and understand the client's overall objectives for the web platform, the strategic goal of the company, and the finished product.

**2. Target Audience:**

 - Identify and understand the target audience's characteristics, including age groups and preferences.

**3. Scope of Work:**

 - Clearly define the scope of work, including features, functionalities, and any specific requirements for the web platform.

**4. User Stories and Use Cases:**

 - Work with the client to develop user stories and use cases that capture the key interactions and scenarios within the platform.

**5. Design Preferences:**

 - Discuss the client's design preferences and expectations for the user interface and overall look and feel of the platform.

**6. Functional Requirements:**

 - Review and finalize the functional requirements, including features like user registration, product listings, ordering, and loyalty system.

**7. Non-Functional Requirements:**

 - Discuss and agree on non-functional requirements such as performance, scalability, security, and usability (how many users do you plan to attract in total, how many users can use the platform at the same time).

**8. Budget and Resources:**

 - Establish the project budget and allocate necessary resources, including development, design teams, and outsourcing marketing, based on the project requirements.

**9. Timeline and Milestones:**

 - Define the project timeline and milestones, setting realistic expectations for development, testing, and deployment phases.

**10. Technology Stack:**

 - Determine the technology stack for the web platform, considering factors like frontend and backend frameworks, databases, and third-party integrations.

**11. Loyalty Program Details:**

 - If applicable, discuss and finalize details of the loyalty program.

**12. Multilanguage Support:**

 - Confirm the need for multilanguage support and discuss the languages to be included in the platform.

**13. Integration Points:**

 - Identify any external systems or APIs (application programming interface) that need to be integrated into the platform, such as payment gateways or mapping services.

**14. Regulatory Compliance:**

 - Discuss and ensure compliance with relevant regulations, especially in areas like data protection and e-commerce laws.

**15. Communication Channels:**

 - Establish communication channels and protocols between your team and the client for regular updates, feedback sessions, and issue resolution.

**16. Testing Plan:**

 - Discuss the testing approach, including types of testing (e.g., unit testing, user acceptance testing), and involve the client in defining acceptance criteria.

**17. User Training and Support:**

 - Determine the approach for user training and support, including creating user guides and support documentation.

**18. Roles and Responsibilities:**

 - Clearly define roles and responsibilities for both your team and the client, ensuring a shared understanding of who is responsible for what (who will support the project after launch and for how long).

**19. Legal Agreements:**

 - If applicable, discuss and finalize legal agreements, including contracts and terms of service.

**20. Client's Involvement:**

 - Clarify the level of involvement expected from the client throughout the project, especially in providing feedback and making key decisions.