

Website Content: User Expectations/Business Goals	Importance (out of 5)	Viability/Feasibility (out of 5).
Descriptive information	5	5
Images	5	5
Contact Form	5	5
Mobile First Design (Bootstrap)	5	5
Video Media	4	3
Booking Trips Through Site	2	1
FAQ's	3	5
Users Emailed Newsletters	2	0
OUTCOME	31 (sum of importance)	29 (average x number of items)