**Client Scope Research**

When creating a new product or service it is extremely important that research is done in the market you are entering and the customers you aim the target for.

In conducting the client scope research, I asked members of my team and unbiased members of the public and or family to review the plans and ideas of the website and what information will be displayed on each page. In looking at our ideas and plans for the website they decided what was necessary and what wasn’t needed or didn’t decided.

**Client Number One:**

Age: 20

Occupation: Student

Location: UK

Family: Single

Household Income: n/a

Technical Profile: Comfortable with technology

Habits and Website Requirements: Not very active. Online forms / email. Able to pay online. Wants to be able to easily see prices, location and accessibility from a different country.

**Client Number Two:**

Age: 48

Occupation: Accountant

Location: UK

Family: 2 boys (18, 21) and a husband

Household income: £120,000

Technical Profile: Not too good with technology

Habits and Website Requirements: For it to be all online, for there to be support if any questions need to be asked, easy to navigate around with a simple layout, plenty of pictures for an idea of what is happening and plenty of information on what each activity is (itinerary).

**Client Number Three:**

Age: 19

Occupation: Student

Location: UK

Family: Mum and Dad

Household Income: n/a

Technical Profile: Comfortable with technology

Habits and Website Requirements: Wants inclusion of lots of pictures and I want to be able to move around the site with ease and for it not to be too complicated.

In Conclusion from gaining my client responses it is clear that the website needs to have a basic layout with plenty of research and images included. On top of that it is clear there needs to be a way to get in contact with the team for instance, a form and or an email.

As a team with have decided to go for a sleek black and white design/theme for the website. This theme stood out to us as it makes it nice and easy to navigate and as well it looks professional and good for the customers. The contrasting colours of the black and white allows the text to stand out and as well the images become a lot more bold which really grabs the eye of the customers and draws them into the website.