

## **Strategy**

- \* target audience : layman and insurance professionals, practitioners, leaders
  
- \* goal of the website : provides a one stop information resource portal
  
- \* focus (primary topic) (primary (purpose) :
  - to provide updates, news and trends in the insurance industry
  - to educate on the the types of insurance
  - to provide links to whom to contact and where to purchase insurance
  - to provide stories of law cases and claim cases
  
- \* value :
  - website will collate all the news sources and be updated regularly (save time)
  - users can search and access the information they need to know by way of efficient searching (save time)

## **Scope**

- \* functional :
  - latest news sorted in descending order. Carousel with pictures for more visual effect
  - every article, section or page will be tagged for purpose of ease of searching
  - offer search by keywords, or filtering via categories
  
- \* content : there will be lots of text, links, and will include images for some visual attraction and videos for educative illustration purposes