**SCOPE**

From Why to What!

What they say they need:

* To display the fresh meat products on offer
* Advertise the special offers
* To educate prospective clients on organic meats
* To display images of products similar to what is on offer
* Advertise a rewards scheme for loyal customers

What they actually need:

* A responsive website suitable for viewing on desktop and mobile devices.
* A contact Us area and map for location.

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What they don’t know they need:

* A gallery of Images of products to entice clients.
* A video gallery outlining the different organic products.
* A rewards sign-up form for loyal customers
* Links to social media

Features and content

Example: A user wishes to sign up to the loyal customers rewards scheme, a rewards sign up form with a submit option would be required for this function to take place.

Functional Vs Content requirements

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| Scenario | Requirements |
| User wishes to learn what products are on offer. | The user will need to view the images and content related sections. |
| User wishes to know which special offers are available. | The user can visually see the special offer available. |
| User wishes to know what alternative products are on offer. | The user can browse the frozen foods, pre-packaged foods and condiments sections. |
| User wishes to know what cuts are available from the animals. | The user can browse the Know your cuts section to see what cuts are available and from which sections of the animal. |
| The user wishes to know more about the butcher shop. | The user can view the about us section to learn about the butchers shop and their sources for local products. |
| The user wishes to know how to contact the shop. | The user can view the contact us section to obtain the contact details. |
| The user wishes to follow the Butcher shop via social media. | Social media links are provided in the page footer. |
| The User wishes to see images of appetising foods similar to what is on offer in store. | A gallery of images is provided for this feature. |
| The user wishes to sign up for the rewards scheme for loyal customers. | A sign up form is provided for the user to insert their contact information and favourite products, delivery schedules etc. |