Scope Plane

What they say they need.

The ability to search for eating establishments based on their location.

Information about the eating establishments in their area.

What they actually need.

A simple and UX friendly website

A website the keeps the users interest and encourages clickthrough's to the social media platforms

A fast and efficient search function that provides the information they need

The ability to autofill when selecting their location to avoid towns/cities with the same name being searched incorrectly.

Links to the social media platforms

What they don't know they need

The option for the website to grow and offer the option to order a food delivery online as well as book a taxi/uber to their preferred destination from their current location.

Scenario

A traveller wants to search for eating establishments in their locale.

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Requirements

A search page/function which enables them to see all the potential locations in their area.

Scenario

A traveller wants to see details about the eating establishments which resulted from their search

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Requirements

Information popups based on the map markers which give further information about their chosen venue

Scenario

A hiker wants to connect with the owner of the page

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Requirements

Links to the social media sites