

The Business

Site/Brand Team

Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none">Operates our site.	<ul style="list-style-type: none">Wants to increase revenue.	<ul style="list-style-type: none">Approaches bars/pubs/restaurants to pitch the advertisement potential from our site.Approaches pet suppliers and manufacturers to pitch the advertisement potential from our site.	<ul style="list-style-type: none">Adds content to existing dog friendly pages.Sets up product review and recommendation pages.	<ul style="list-style-type: none">Increased content attracts more users, which builds brand credibility and makes brand more attractive to other businesses.	<ul style="list-style-type: none">Potential for paid for advertising and promotion on our site.Potential future revenue generating events at their location.Potential online store opportunities in partnership with suppliers/manufacturers.
Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none">Operates our site.	<ul style="list-style-type: none">Wants to expand user base through inclusion of other dog breeds.	<ul style="list-style-type: none">Create an over-arching breed un-specific brand.Utilises established site structure.Begin building content specific to new breed.Make initial Dachshund breed a sub-section.Uses brand reputation to fast-track user and business up-take.	<ul style="list-style-type: none">Establishes new user base.New revenue stream.	<ul style="list-style-type: none">Increased content attracts more users, which builds brand credibility and makes brand more attractive to other businesses.	<ul style="list-style-type: none">Increased user based.Increased brand recognition/credibility.
Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none">Operates our site.	<ul style="list-style-type: none">Wants to expand geographically.	<ul style="list-style-type: none">Setup a sub-team in a new geographic location.Utilises established site structure.Begin building content specific to new location.Uses brand reputation to fast-track user and business up-take.	<ul style="list-style-type: none">Establishes new user base.New revenue stream.	<ul style="list-style-type: none">Increased content attracts more users, which builds brand credibility and makes brand more attractive to other businesses.	<ul style="list-style-type: none">Exponential geographic growth.