

The Scope Plane

What they say they need

- A Website.
- To publicize the upcoming exhibitions
- To promote the museum and attract new guests
- To communicate visually the philosophy of the museum

What they actually need

- A website which is responsive on all devices.
- A nice layout with nice colours.
- A page about the collection.
- A section with the upcoming events.
- A page with the chance to contact the museum and book the tickets.

What they don't know they need

- A link to their social medias, so guests can stay updated with new info.
- A section with useful info for those who want to visit the museum, such as the chance to bring also small kids and breastfeed in a dedicated area.