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.