

Scope Plane

From the Strategy plane, I have identified these user needs:

- A website that makes it as easy as possible for customers to buy the service (in this case tiling work)
- Emphasis of the positive qualities of the service and the service provider, to build trust and a perception of quality
- Information about the service and the service provider (i.e. tiling work and the tiler)
- Visual evidence of the work of the tiler
- A way for the user to engage with the tiler
- Must be responsive and mobile-first

Trade-offs

1. The user journey should be streamlined and straightforward so the website will be limited to one page. This will limit the scale of the features, but means the user is unlikely to get confused or miss content.
2. With one page, the features should be contained to sections of similar size to maintain consistency and flow.
3. To emphasise the quality of the service and service provider, brief customer testimonials will be provided instead of long in-depth reviews. This is in line with the one page requirement.
4. The section for service information should also be brief and focus more on the tiler. Users should already have some idea of what a ceramic tiler does, plus it encourages customers to engage with the tiler himself. Facebook and LinkedIn links can provide external content.
5. To provide visual evidence of his work, there should be a limited selection of high quality images showcasing kitchens and bathrooms that the tiler has tiled. A large gallery is unnecessary and may be distracting. Instagram and Pinterest links can provide external content.
6. A contact form should be the conclusion of the journey as a way for the user to engage with the tiler. It should be simple to understand.

Requirements

- A vivid landing page with a clear call to action, linked to a contact page
- A section of several brief customer testimonials that promote the services
- A section of information about the tiler, emphasising his professional and personal qualities. Includes a photo of him
- A high quality image gallery presenting the work of the tiler, as proof of the service
- A simple contact form
- Links to external social media – Facebook, LinkedIn, Instagram, Pinterest
- A navigation bar that allows users to navigate to the different sections of the page

Scenarios

User wants to contact the tiler for a job

- Clear call to action on landing page that links to the contact form
- Navbar includes Contact link

User wants to know more about the service and its quality before buying in

- Scrolling down the page will bring the user to testimonials, information about the service and a gallery of photos
- Using the navbar can take the user to these sections

User wants to see examples of the tiler's work

- Clear navbar option for the Gallery
- The user can click links to Instagram and Pinterest
- Scrolling down the page will eventually get to the gallery

User wants to access the tiler's social media

- The links will be placed in the footer, as this is conventional