Scope Plane

What they say they need

- A Website.
- Customers and potential customer can read about the company and see what they can do and what they have done
- The company needs a medium in which the they can be contacted with potential leads.
- To showcase on their new product, a video clip and a way to link the customer to the webstore.
- To showcase the training that they can give and a link to some material downloads
- To add links to their Linked, Facebook and pages which are currently being created.

What they actually need

- A mobile-first responsive website.
- A contact page.
- A page to showcase their professional services to the customer/ potential customer.
- Links to their social media platforms and web shop.

What they don't know they need

- A 'sign up for the newsletter" pop up to get the latest product development and training news.
- At a later time possibly a online booking agenda for the training.
- A marketing slogan where there is a special on training eg if you book now or a free quote for a Product development project

---

Scenario	**Requirements**
Customers want to see the product that they have	→ Ability to read and see what the product does

Scenario	**Requirements**
Customers want a overview of the training available	→ To have a high level overview of the training and download sample of some material

Scenario	**Requirements**
Customers want to see which professional services they offer	→ Have a high level overview on the different capability the company offer with and example or 2

Scenario	**Requirements**
Customers want some background on the company	→ And short introduction about the company and introduction to its founding members

Scenario	**Requirements**
Customers want to contact the company on specific subject eg development, consulting and training	→ Have a contact page and form to which the customer can do equiry