

Scope pane

What features will be included based on the strategy?

- Fixed, large navigation.
- Simple enquiry form on every page.
- No prices on the website – need to enquire.
- Gallery with a range of photos.

Future features...

Release 1-

- Real life video walk through so the client doesn't need to travel to see what they look like in a life like way other than photos.

Release 2-

- Virtual build – chose of structure, colours, additions (ie toilet, sink) create your own garden room online.

What the client thinks they need...

- An easily found website
- A section linked to Word press so they can upload their own testimonials.
- As many enquiries as possible.

What they really need...

- A mobile first website with high google searches.
- A website that matched in style throughout.
- Enquiries that are based on what they can offer – for example only leads in Hampshire.

What they don't know they need...

- More information on building options to compare to other sites.
- To point out there USP – traditional looking houses, total solution, family business etc.

What is the client trying to accomplish?

- See photos of completed builds → Detailed Gallery and links to more photos on Google etc
- Read reviews from other clients → Detailed review page and review carousel on Homepage
- Build trust through research into accreditation/stamps of approval → Clear Logos with hyperlinks to official pages
- Learn the prices → Give a 'from' price with an option to get in touch through a form or to call the phone number for a free survey.
- Find out whether it is in their area → Very clear that Hampshire is the only area
- Get in touch to find out more → Regular CTA points

Business rules

- It is very important to put the 'complaints procedure' in the terms and conditions page due to it being a strict rule of 'Hampshire county council accreditation'.
- It is an older demographic so the client was very clear about needing a 'Site Map' page but would like it in the footer.