

Scope Plane

What they say they need

- A website
- Practical information about the courses - such as location, duration and prices.
- An overview of the current class schedule.
- Written recommendations
- A contact form for people interested in the free trial lesson
- A link to their Facebook-page
- A link to online exercises they created on another platform

What they actually need

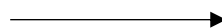
- A mobile-first full responsive website
- All the practical information about the courses, logically structured on 1 page, to offer the client an immediate overview over the available information.
- An overview of their upcoming courses instead of the courses that are already running
- Recommendations at least with a photo of the client, still better with a video (also published in their new YouTube channel)
- A contact form in which a potential client can already select his / her availability for the trial lesson
- Links to their social media platforms, including YouTube and Instagram

What they don't know they need

- An insight view into the course material. It's first class, so a selling point.
- A more interactive way to present themselves. A picture says a thousand words, audio and video still a bit more. It helps the client get a feel for the school and the teachers.
- A YouTube channel with explanations about Spanish grammar, teacher introductions and student recommendations. It's an additional way to receive traffic to the website and could also assist the existing clients.
- At a later time: possibly a student-only area with exercises (written / audio) and reference material.
- At a later time: the possibility for the customer to plan and pay for the next lesson online, possibly with automatic invoicing.

Scenario

A potential client wants to know more about the courses.

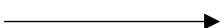


Requirement

Ability to quickly find logical structured practical info.

Scenario

A potential client wants to know if course schedule matches his availability



Requirement

Ability to quickly find an overview of starting dates and times.

Scenario

A potential client wants to know if the school could match his expectations.

**Requirement**

Ability to view and read client testimonials and introductions of teachers, with video and audio. An overview with pics, audio and video of course material

Scenario

A potential client wants to contact the school for a trial lesson.

**Requirement**

Ability to send form and select availability for organizing the lesson.

Scenario

An existing client wants to practice his Spanish outside the class room

**Requirement**

Ability to connect to the online exercises created on another platform.