What they say they need:

- A website
- Customers and potential clients that they can see the pictures, videos
- To allow people to book any type of holidays
- To show on the website pictures from the previous customers

What they actually need:

- A mobile first responsive website
- A 'Enquire page' to send message about any type of holidays
- To connect they social media

What they do not know they need:

- A page that will explain what they do
- The way of their work/why they are different from other agencies
- Contact details

Scenario:
Customer wants to know if they can help them to prepare any legal requirements before fly
Requirements:
Ability to see how they work and in which way

Scenario:

Customer wants to call them and ask about his booking

Requirements:

Ability to see the contact number at the bottom of the page

Scenario:
Customer wants to see if someone travel already with them
Requirements:
Ability to connect to social media/ability to see the stories of previous customers.