

Code Institute

Full Stack Software Developer Course - 2020

Milestone Project P1 – Planes Analysis

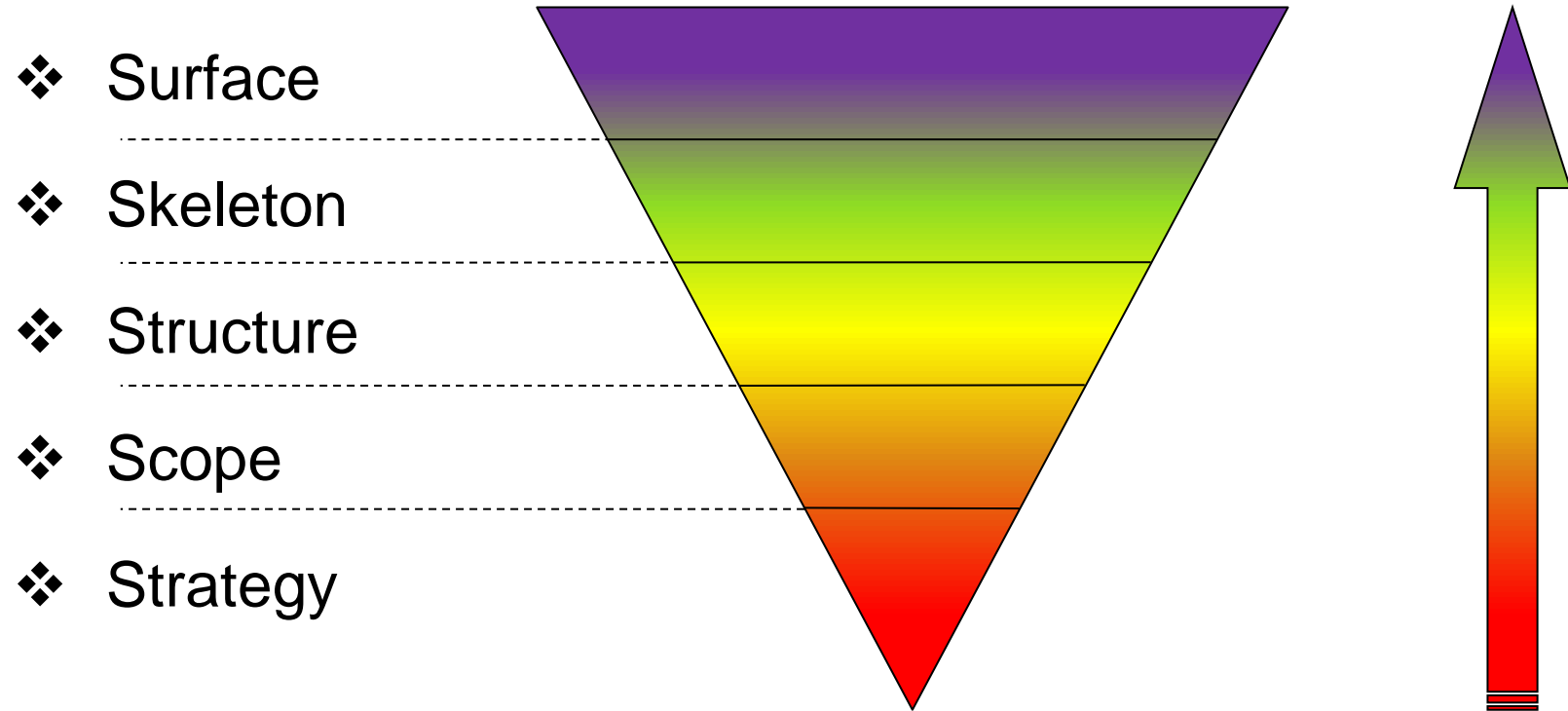
Bowen Therapist's Website
www.mlbowen.com

6th May 2020

Source : Planes Analysis : The Elements of User Experience by Jesse James Garrett

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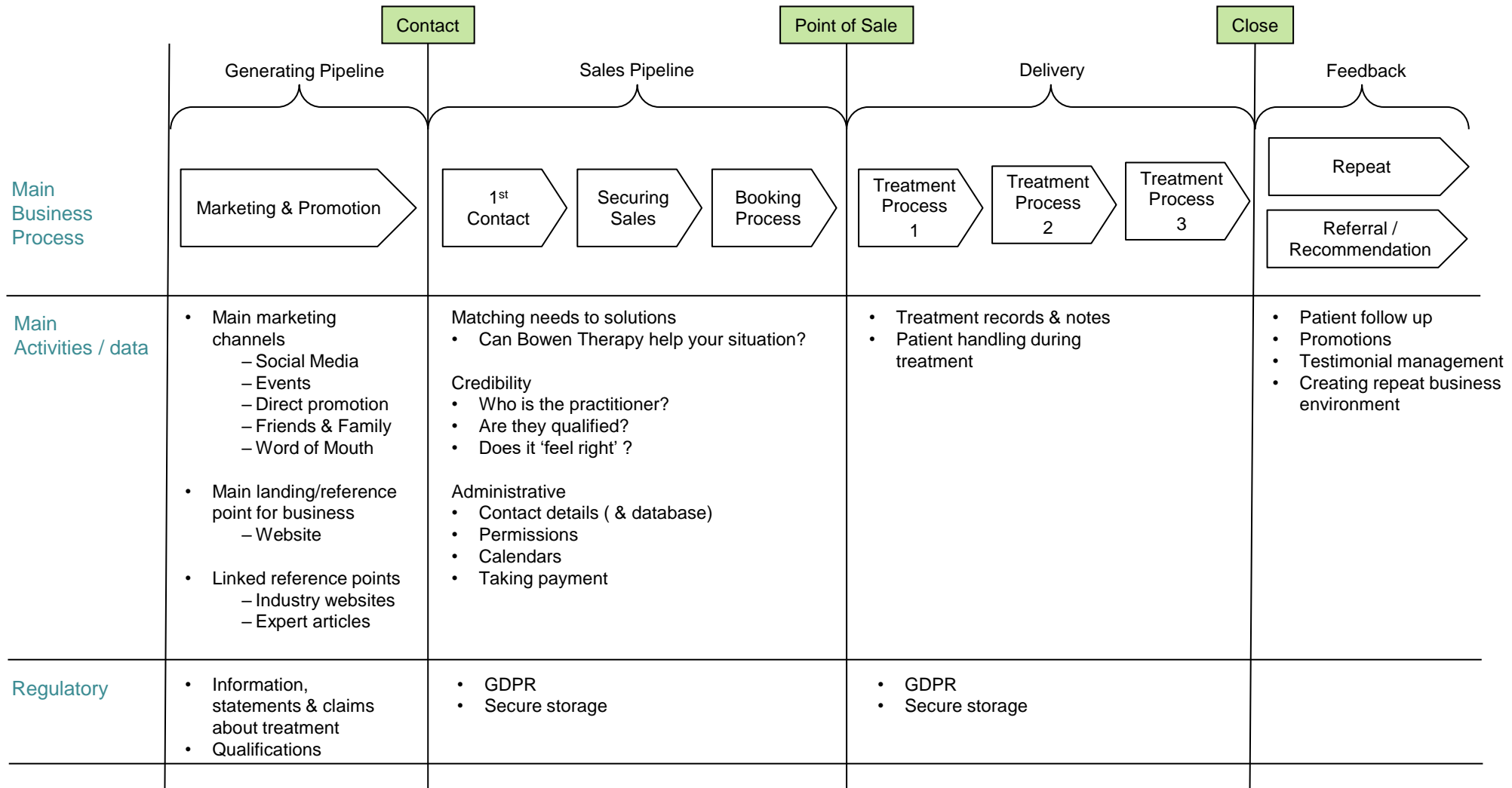
Strategy - Background

What	A small website		
For	Mary Lou O'Connell - Bowen Therapist		
Brand name	ML Bowen		
High level description	Bowen Therapy is a gentle hands on complimentary therapy that targets the nerve paths of the body and aids in pain relief and a range of associated conditions as well as aiding relaxation and stress reduction.		
Overall aim	To form part of ML Bowen's marketing and sales activities to sell and promote Bowen Therapy.		
Domain name	www.mlbowen.com	Status	Registered & owned
New or Existing site	New		

Strategy – Primary Bowen Therapy communication goals

ML Bowen			Potential Customer	
Opportunity	Purpose		Outcome after finding ML Bowen	Need
Describe Bowen Therapy and what it can do.	Demonstrate that the Therapy can help.	Match ?	Belief that the therapy can help.	Have a physical ailment and looking for complimentary solutions.
Define the skills and experience of the therapist.	Demonstrate the skill, ability and experience of the therapist.	Match ?	Confidence in Therapist's knowledge, qualifications and ability.	Wants to know that the person doing the treatment is bone fide.
Describe treatment.	Disclose details of what happens.	Match ?	Build trust and take away unknowns that could generate fears or uncertainty.	Don't know what is involved in treatment.
Describe effects of treatment.	Disclose details of what the patient might feel/experience during or after treatment.	Match ?	Builds trust and prepares customer for range of outcomes as well as removing fears/uncertainty.	How will I feel / what will I experience during or after treatment.
Describe treatment location.	Show and/or describe treatment environment.	Match ?	Create confidence in appropriateness and pleasantness of environment.	Where will I be treated? Will I feel comfortable their?

Strategy – Private therapy business : Main process



Strategy - Primary Features

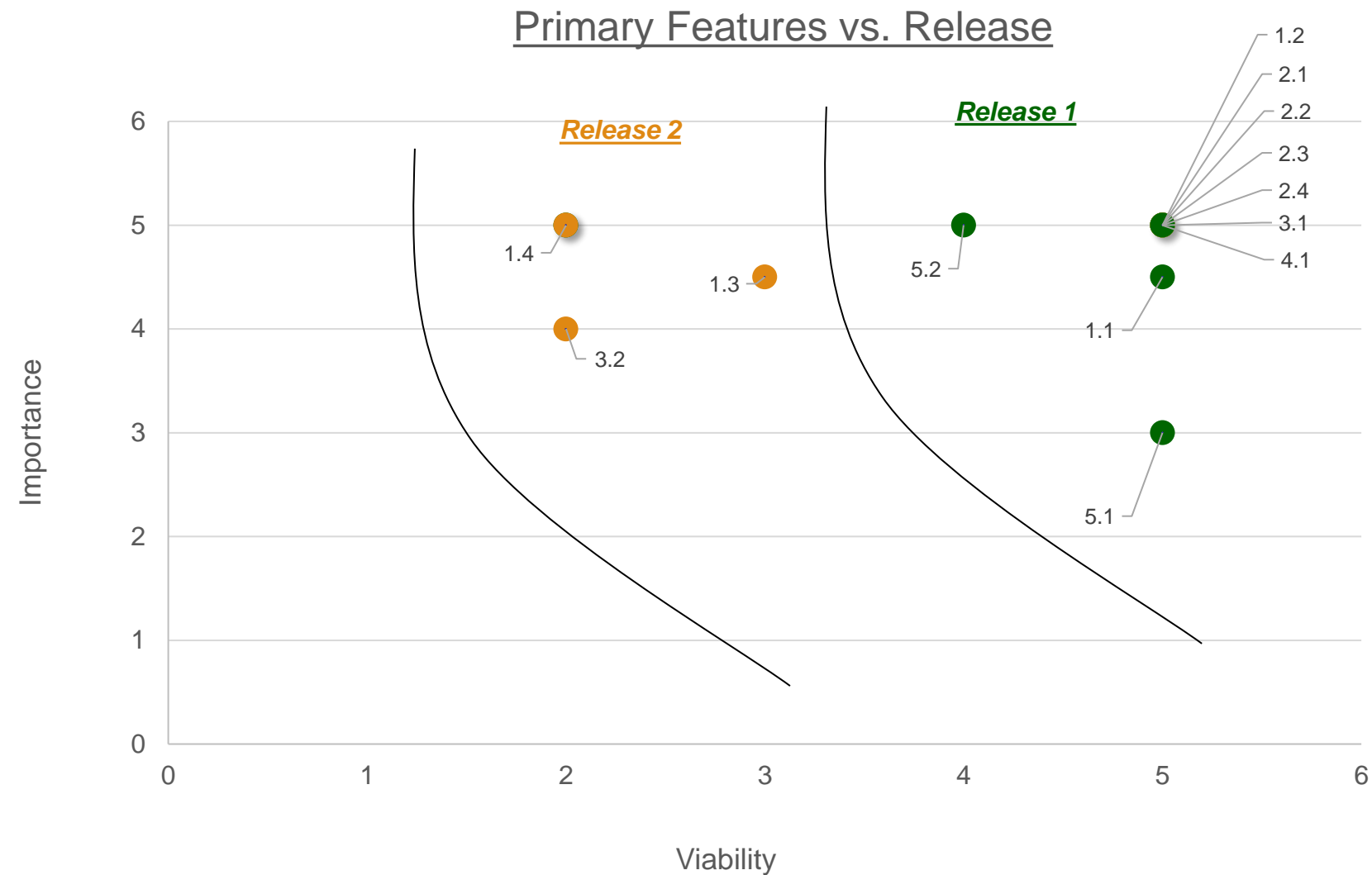
No.	Feature	Importance	Viability
1) Description of Bowen Therapy			
1.1	Written description	4.5	5
1.2	Reference materials and associated sources	5	5
1.3	Diagrams and/or photos of treatment basis	4.5	3
1.4	Video of experts explaining Therapy	5	2
2) Therapist & skills			
2.1	Written description	5	5
2.2	Photo	5	5
2.3	Qualifications	5	5
2.4	Links to Industry accreditation bodies	5	5
3) Description of treatment			
3.1	Written description	5	5
3.2	Diagrammatic description	4	2
4) Effects and outcomes of treatment			
4.1	Written description	5	5
5) Treatment location and environment			
5.1	Description	3	5
5.2	Photographs	5	4
TOTALS		56	51

Strategy – Communication & Information Features

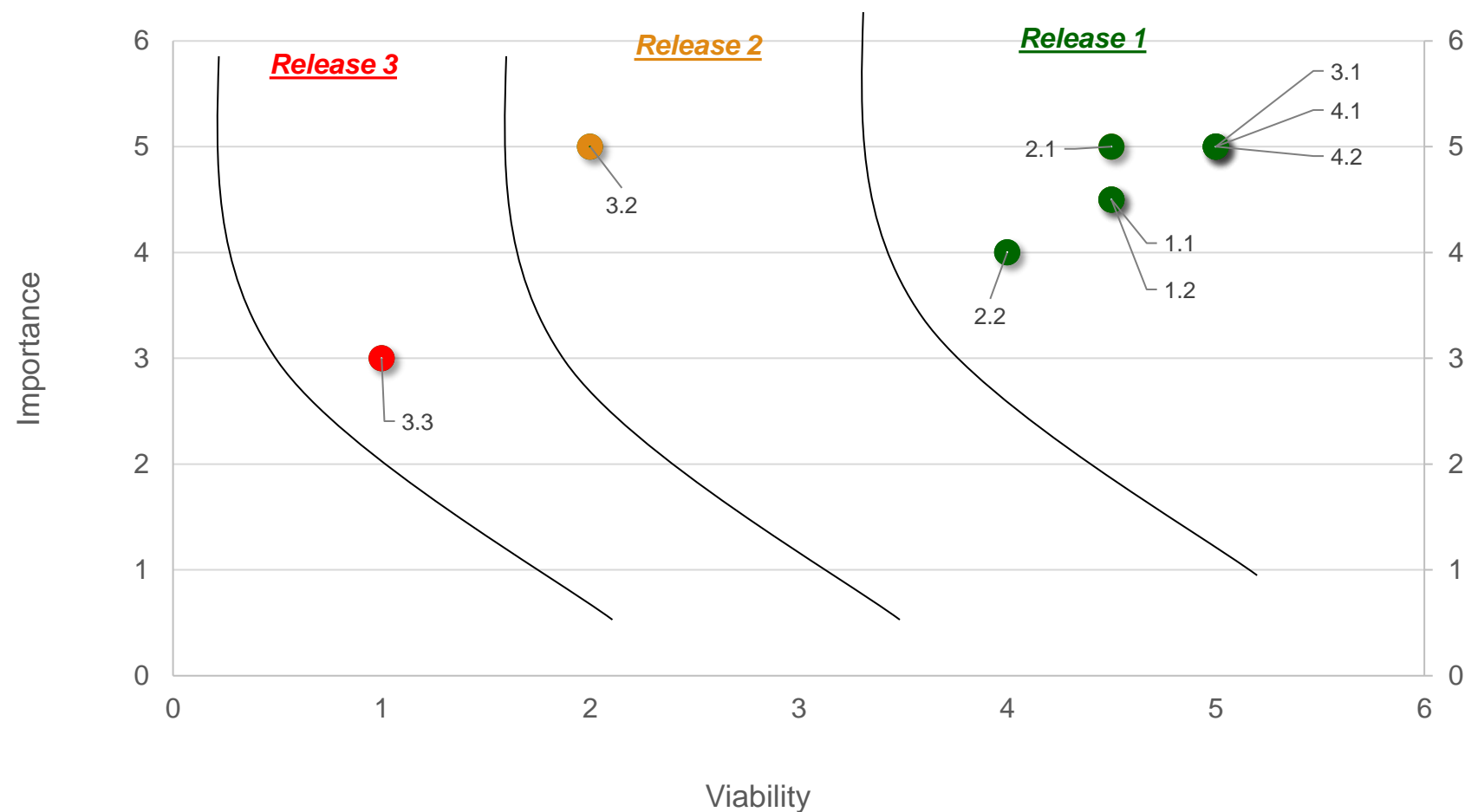
No.	Feature	Importance	Viability
1) Announcements & Offers			
1.1	Location to make announcements	4.5	4.5
1.2	Location to make offers	4.5	4.5
2) Events & reference information useful to ML Bowen & customers			
2.1	Events that ML Bowen is attending linked to announcements	5	4.5
2.2	Other events & information customers may find useful	4	4
3) Testimonials, expert references and referrals			
3.1	Posting and updating of customer testimonials by ML Bowen	5	5
3.2	Highly visible expert referrals/references	5	2
3.3	Ability for customers to post testimonials directly	3	1
4) Social media links and connections			
4.1	Links to Facebook and Whatsapp	3	5
4.2	Industry and accreditation organisation logos & links	5	5
TOTALS		41	35.5

Strategy – Supporting & Administrative Features

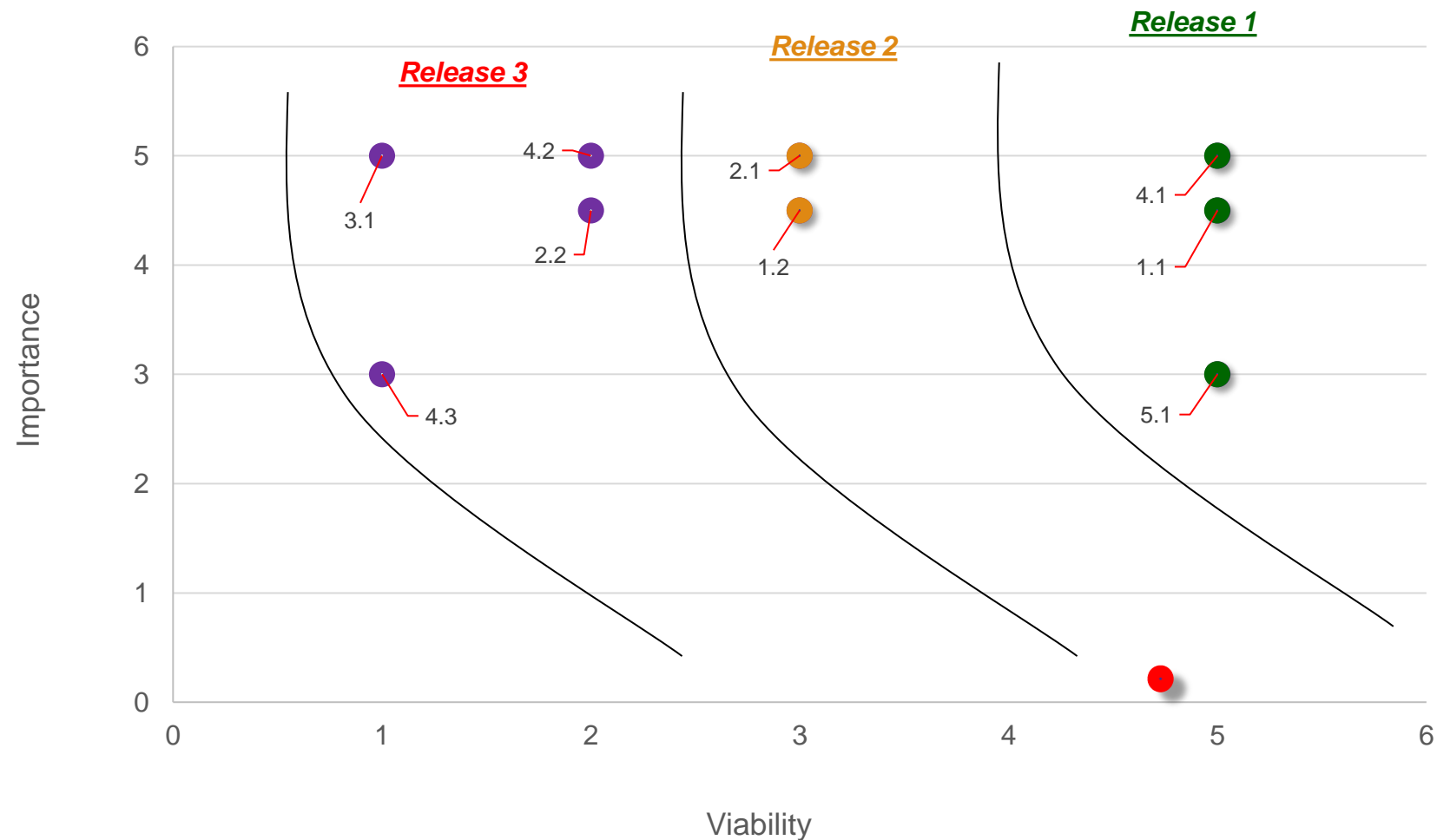
No.	Feature	Importance	Viability
1) Contact			
1.1	Contact details	4.5	5
1.2	Contact form linked to ML Bowen email with simple requests function	4.5	3
2) Booking			
2.1	Direct booking form linked to ML Bowen email and database but manual mgmt.	5	3
2.2	Calendar allowing direct booking of treatment slot(s) linked to availability calendar	4.5	2
3) Payment			
3.1	Facility to take card payments or other electronic payments at time of booking	5	1
4) Rules and regulations			
4.1	GDPR Statement	3	5
TOTALS		26.5	19



Communication & Information Features vs. Release



Supporting Features vs. Release



Scope – Release 1 : Primary Features

No.	Feature	Importance	Viability
1) Description of Bowen Therapy			
1.1	Written description	4.5	5
1.2	Reference materials and associated sources	5	5
2) Therapist & skills			
2.1	Written description	5	5
2.2	Photo	5	5
2.3	Qualifications	5	5
2.4	Links to Industry accreditation bodies	5	5
3) Description of treatment			
3.1	Written description	5	5
4) Effects and outcomes of treatment			
4.1	Written description	5	5
5) Treatment location and environment			
5.1	Description	3	5
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TOTALS		56	51

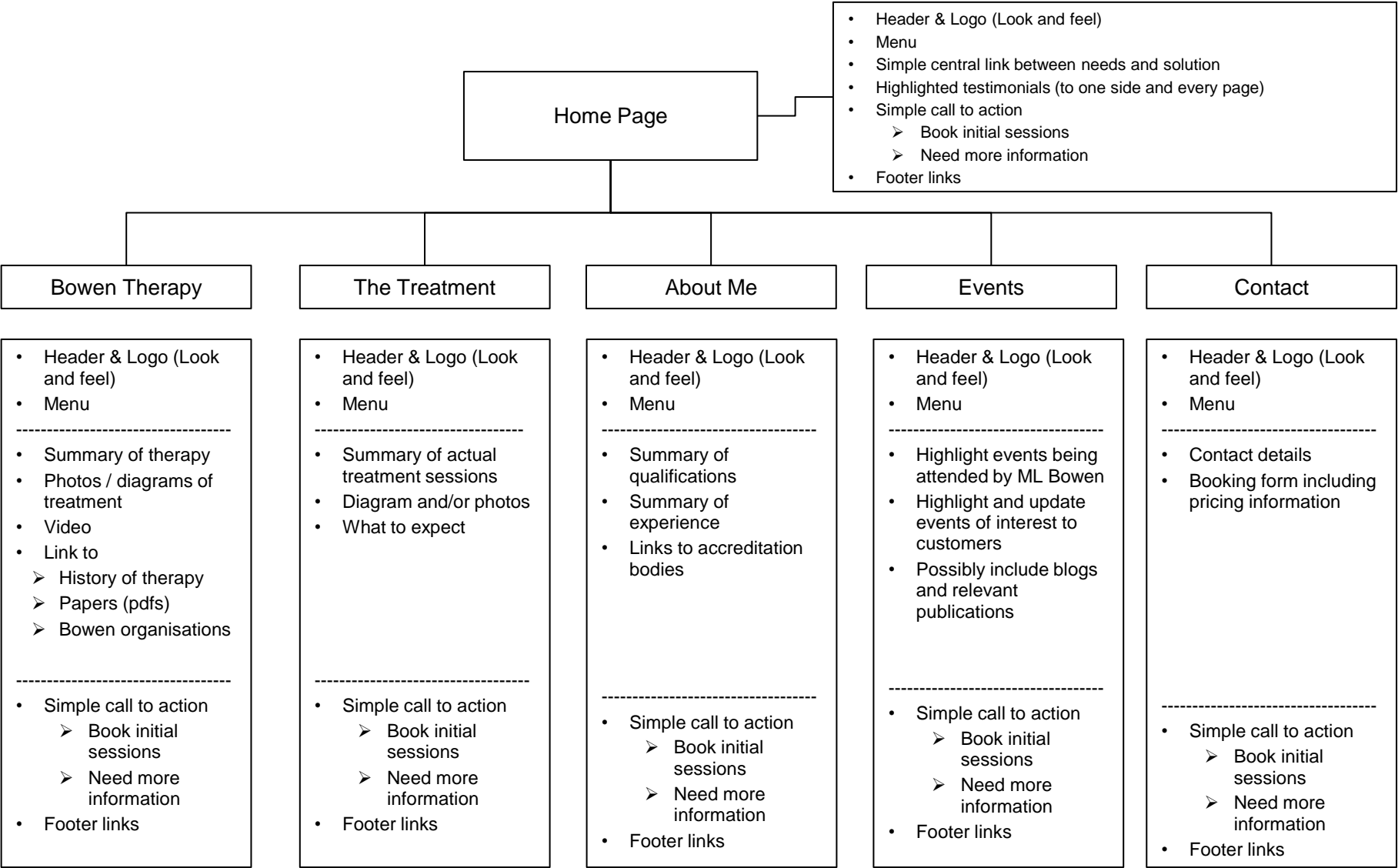
Scope – Release 1 : Communication & Information Features

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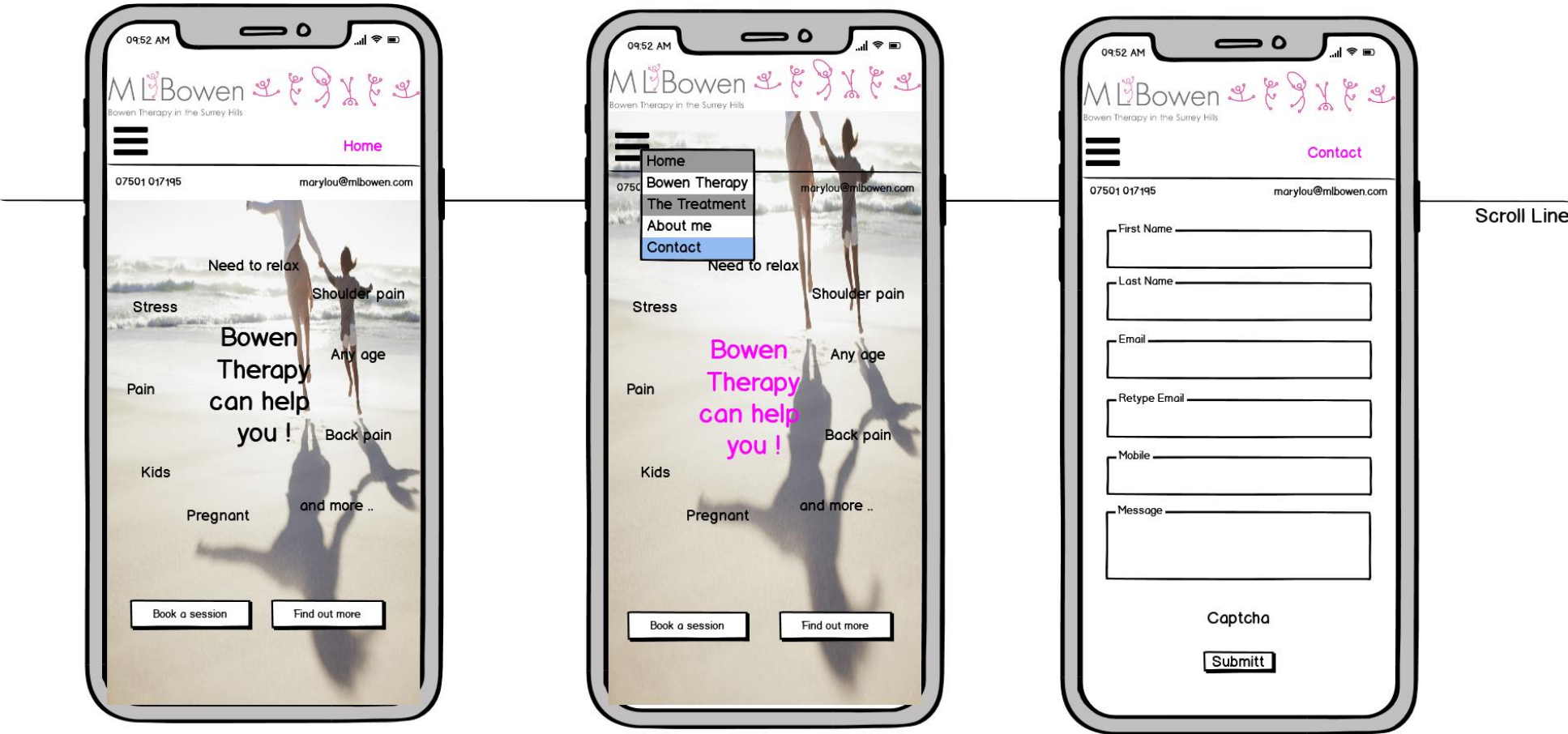
Scope – Release 1 : Supporting & Administrative Features

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3) Payment			
4) Rules and regulations			
4.1	GDPR Statement	3	5
TOTALS		26.5	19

Structure



Skeleton – Initial Mobile View



- Fonts
 - LevenimMT*
- Colours
 - Grey : #6d6f71 RGB (109,111,113)
 - Pink : #da4699 RGB (218,70,153)
- Backgrounds
- Pictures
- Videos

