

Scope Plane

What they say they need.

A website and online community

The ability to share knowledge and experiences of different hiking routes and areas

Links to a wider social media community and platform

What they actually need.

A simple and UX friendly website

A website that keeps the users' interest and encourages clickthrough's to the social media platforms

A gallery to showcase visual images to inspire and encourage hiking

The ability to comment and communicate both through the website and the social media platforms

Links to the social media platforms

What they don't know they need

The option for the website to grow and offer both the option to buy/sell images and review/purchase hiking equipment

Scenario

A hiker wants to view images of landscapes and

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Requirements

A gallery page showing inspiring and evocative images

Scenario

A hiker wants to know about the inspiration behind the page

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Requirements

An about page detailing the background of the site

Scenario

A hiker wants to connect with other hikers

→

Requirements

Links to the social media platforms

Scenario

A hiker wants to connect with the owner of the page

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Requirements

A contact us page to communicate directly with the page owner