

ClassForKids Callback

**Proposal**: Add a button on the website that lets a potential client submit their name and mobile number so that we can call them back.

**Time cost**:

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| --- | --- | --- | --- |
| **Cost** | **Planning** | **Building** | **Testing and Implementation** |
| Time | 1 day | 2 days | 1 day |
| Team | 2: Dev + Giulia | 1: Dev | 2: Dev + Dev |

**SWOT analysis**:

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| --- | --- |
| **Strengths**:   * Could lead to more leads generated * Leads would be generated with no effort besides initial build and maintenance. * Coaches/clubs are busy: they don’t have time to read the whole website. This will help us and help them * Fairly straightforward to implement without much additional infrastructure * Getting contact numbers is the hardest part (according to Amechi), and this would grab that information straight away. | **Weaknesses**:   * Club/Coaches often don’t submit their number in their intercom messages, so they might not want to submit numbers like this * It could clutter up an already somewhat-busy front page of our website * It’s extra work when we’re already busy with other bits like GDPR |
| **Opportunities**:   * We could look at which pages on clubs.class4kids.co.uk have the highest dropout rates and do some test implementation there * It could make an element of Joe and Amechi’s jobs easier – once they have the number they can get into their pitch | **Threats**:   * No-one uses it and it’s a waste of time * It doesn’t generate any meaningful leads and thus takes up valuable sales time for Joe and Amechi. |

**Technical considerations**: Could be constructed in JavaScript or PHP. In terms of data storage,