

Scope plane

1. What the client say they need

- a website
- to promote their work through photos and video;
- to advertise availability for special events;
- to link to social media;

2. What the client needs

- mobile friendly website;
- presentation video;
- gallery page;
- contact me page;
- links to social media.

3. What they don't know they need

- "Join my mail list" for makeup related tips and occasional discounts

Scenarios

- User wants to see pictures of previous work => user can go to gallery page and find pictures;
- User wants to watch presentation video => user can play the video;
- User wants to make an enquire about availability => user can fill in a contact form;
- User is interested in tips about makeup and occasional discounts => user can join a mail list;
- User wants to connect and follow the artist online => user can find social media links.