Selected for minimum viable product	Opportunity/Challenge	Importance	Viability/Feasibility	Importance rationale	viability/feasibility rationale
			Constraint: The site should be static written in HTML and CSS		
		5 is highest importance	5 is more viable/feasibile		
1	Have more attendees at solo gigs	3	4	Quite important at the moment and importance will increase. Currently Jo has a small fan base and benefits of those fans having the site to find gig information is low as they tend to frequent the venues and see gig information in the venue and on social media.	Marketing the gigs is feasible. However, since the site is static updates may require more time than is currently available.
2	Provide a place where fans can listen to Jo and Jo's duos' music as audio or audio and video	5	5	This is extremely important for new customers to hear the kind of music that is played and see how the performers present themselves for performances. It helps to instil a feeling of confidence that the service being offered is genuine and reliable.	Embedded video and audio is extremely easy to implement in HTML and CSS with playback functionality built into all modern browsers.
3	Have an online presence other than social media platforms	5	5	Jos current demographic includes individuals that are not users of social media platforms who would like information regarding Jo and her performances. Many competitors in the field of event and occasion entertainment have a custom online presence and in order to compete within the market effectively, both locally and further afield, Jo requires a equivalent online presence.	A static online presence is feasible with HTML and CSS.
4	Get more event bookings	5	5	It is a key business objective is to perform at events and for occasions. Profit margins are higher than standard evening performances and it represents a better return on investment of time and capital.	A static online marketing site is possible with HTML and CSS.
5	Gain more fans of Jo's original songs	3	5	Increased exposure as a songwriter is a key objective of the business but not in the near to medium term. There is a requirement for the business to raise capital in order to fund the significant financial costs associated with recording and releasing Jos own material. The first priority is to market Jo as a performer available for hire and, when resources have been accumulated, the priority will be to produce and market Jos own material.	A static online marketing site with embedded audio is possible with HTML and CSS.
6	Get more venue bookings for Jo's duo	5	5	It is a key business target to perform, on average, 4 days out of 7. Marketing availability is essential to achieve this objective.	A static online marketing site with embedded audio is possible with HTML and CSS.

7	Have more attendees at Jo's duo gigs	3	4	Quite important but at the moment and importance will increase. Jo currently Jo has a small fan base and initial traffic to the site is expected to be relatively low. The benefits of the site providing gig information will initially be low. Current attendees at performances tend to frequent the venues and see gig information there during their regular visits or find information on social media.	Since the site is static updates would be possible but more time than is currently available
8	Get more venue bookings	5	5	It is a key business target to perform, on average, 4 days out of 7. Marketing availability is essential in achieving this objective.	A static online marketing site with embedded audio is possible with HTML and CSS.
9	Get more event bookings for Jo's duo	5	5	It is a key business target to perform, on average, 4 days out of 7. Marketing availability is essential in achieving this objective.	A static online marketing site with embedded audio is possible with HTML and CSS.
10	Sell Jo's recordings	1	3	Jo has not recorded her own material yet and so it is not available for sale.	A static site comprising of HTML and CSS could include links to external sites where purchases of digital or cd media is possible but the development of a retail site is not possible with these technologies in isolation.
11	Increase Jos social media following	3	5	Increased traffic to social media sites is likely to have little immediate impact on revenue so other functionality is deemed, at present, to have a higher priority. In the future, increased traffic on Jo's social media sites will up their ranking and eventually could contribute to getting more bookings and more attendees at performances that in turn lead to more revenue. The site should help convince potential clients that Jo is genuine, experienced and to provide examples of her performances but links to social media sites will help reinforce this conviction. It also enables current and potential fans find ways of following Jo on social media.	Links to social media sites is possible with HTML and CSS
12	Increase traffic to streaming services	1	5	Jos material has not yet been recorded and is not available for upload to streaming sites.	Links to streaming sites is possible with HTML and CSS
13	Sell music digitally or in physical (CD) format	1	1	Jos material has not yet been recorded and is not available for sale.	It is not possible to build an ecommerce site with HTML and CSS alone.
14	Make it easy for people to contact Jo	5	5	It is essential that potential customers can contact Jo easily for bookings and further information.	An email contact form and a phone number can be embedded on the static HTML and CSS site.