Requirements / validating with the customer:

With regards to your statement, “Preparing two versions of the image implies much more effort for content-authors – I don’t think we have a sign off from ACME on that\*, do we?”, I am not aware of any sign off on this.

Clarifying

However, I should be clear on what we would like to receive because I’m not exactly sure what you mean by HTML fragments.

Finishing an email 3. Promising action.

Expect and email on this soon.  
I'll keep you updated.

Drawing attention

Note that some bugs from this sprint will need to carry over to future sprints, but the goal is to resolve as many bugs as possible.