

Scope Plane

What they say they need

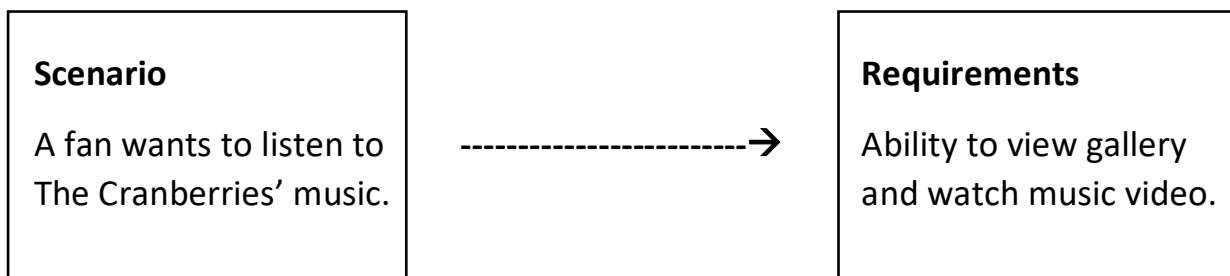
- A website
- Promotion of their upcoming shows and tour dates
- Links to their social media platforms, including Facebook, Twitter and Youtube
- Showcase of their back catalogue of music and videos
- Advertisement of the ability for people to hire them to play shows

What they actually need

- A mobile-first responsive website
- A section displaying tour dates with links to purchase tickets
- Spotify streaming links for their music with a link to buy the tracks and an embedded video player
- Links to their social media
- A “Hire Us” contact form

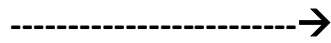
What they don't know they need

- A merch section with a link to the band's online store
- A bio section with info about the band and its members



Scenario

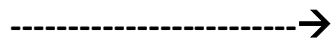
A fan wants to see the
The Cranberries live.

**Requirements**

Ability to see tour dates
and ability to hire them
themselves.

Scenario

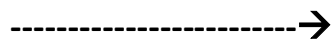
A fan wants to get in
Touch with The
Cranberries.

**Requirements**

Ability to visit the
band's social media
pages and interact.

Scenario

A fan wants to purchase
Cranberries' merch.

**Requirements**

Ability to view merch
and access the online
store.