# Strategy

To determine how to position the website to best meet the business requirements of the client, a number of activities were undertaken. This included understanding the business objectives in some depth through competitor benchmarking; a user needs analysis with personas and scenarios developed and the development of a concept map or model.

## Business Objectives

### Competitive Benchmarking

Outline what you did in this activity – i.e. what you looked for in other sites, what you found and the implications for your project. Summarize your group’s findings here.

## User Needs {personas}

Outline the main user groups that will use the website. Discuss the typical users you have identified and their needs. Refer to your User Analysis documents in Appendix 2 in your discussion

* What user experience goals do you hope to achieve for this site?
* What usability goals do you hope to achieve for the site?
* *Up to three paragraphs is all that is needed here.*

### Concept Map

Include here your concept map/model that underpins how you think you website basically works. Briefly explain.   
*One paragraph is all that is needed here.*