*What's it for?*

* For my father’s freelance electronics maintenance business

*When it works, will we be able to tell? What's it supposed to do?*

* This website is written to inform perspective clients via online form about maintenance services that are offered in Klaipeda

*Who is it for?*

* It is for people who look for quality service in electronic maintenance

*What specific group or tribe or worldview is this designed to resonate with?*

* The specific group includes people who have something broken in their electronic devices and equipment, and those who need to repair it as soon as possible.

*What does this remind you of?*

*Who has used this vernacular before? Is it as well done as the previous one was?*

* Probably the majority of people who do the same kind of business created such similar website as this one, because it is a very convenient source of information about your business and a good addition to marketing strategy.

*What's the call to action?*

* To inform the people about the quality electronics maintenance services in Klaipeda

*Is there a moment when you are clearly asking people to do something?*

* This website is not asking, this website suggests and offers services

*Show this to ten strangers. Don't say anything. What do they ask you?*

* “Cool, can I ask your father for help in case if I have something broken?”

*Now, ask them what the material is asking them to do.*

*What is the urgency?*

* My father required more advertisement for his services, because the demand for the services lowered.

*Why now?*

- Because my father asked me to do this website. Previous questions answers it more clearly.