Problem → Request → Feature

In this particular case the problems are the things that they *don’t* have.

1st Priority Items

1. They can’t receive donations online – 1st
2. Can’t pay for reports online - 1st
3. Doesn’t allow for disaster recovery - 1st
4. Doesn’t allow for business continuity - 1st
5. Members can’t submit their forms through the website - 1st
6. Can’t process claims online -1st
7. Can’t do licenses
8. Can’t do sale bills online
9. Can’t do benefits

2nd Priority Items

1. Don’t have printable forms – (highly feasible; creates value for Krysta [responsibility of user to print and turn in]
2. Don’t have a calendar - lower priority
3. Can’t poll membership
4. Can’t drive traffic [links]
5. Members can’t access resources with a mobile platform

Would be nice but doesn’t create economic value

1. Can’t do live content that pushes out to social media?
2. Can’t do social media
3. Can’t push content online
4. Don’t have a calendar - lower priority
5. Can’t give user feedback online
6. Can’t connect possible owners with trainers