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### **Narrative Scenario**

The main goal of the Dance with Emily website is to recruit new students. Many of Emily's clients hear about her classes through word of mouth. Her website is a good point of reference to learn about what she offers.

Potential students can see an overview of her offerings on the home page including all the types of classes, a short About Emily section, as well as her mission which is featured prominently. Her mission of "healing through the joy of dance" creates a welcoming environment for new students as the first thing on the home page.

Students can then click to learn more about classes either on the home page or using the navigation bar. There are class descriptions for students who want to learn more about the offerings and a schedule so student can see when Emily might offer classes near them. The website also houses a full bio page and head shot of Emily and testimonials from student. This way potential students can learn about the instructor and see other people's experience before committing to a class.

Emily's contact information is readily available on the footer of each page and on a separate contact page for students who have questions about the classes. Some first time students like to contact Emily to ask questions about what to wear to class or other concerns.

The Dance with Emily website provides a complete overview of her services and easy access to contact information in order to give potential students resources to answer any questions or concerns.