1 BUSINESS GOALS

THE SITE SHOULD HELP THE COMPANY TO ...

2 BRAND GOALS

THE BRAND'S GOALS ARE TO...

| 3 USE | ER GO | ALS |
|-------|-------|-----|
|-------|-------|-----|

AS A NEW AND EXISTING CUSTOMER I WANT TO...

| \rightarrow | increase awareness | \rightarrow | prese |
|---------------|--------------------|---------------|-------|
| \rightarrow | | \rightarrow | |

| \rightarrow | present its services |
|---------------|----------------------|
| \rightarrow | |
| \rightarrow | |
| \rightarrow | |
| \rightarrow | |

| \rightarrow | find information |
|---------------|------------------|
| \rightarrow | |
| \rightarrow | |
| \rightarrow | |
| \rightarrow | |