

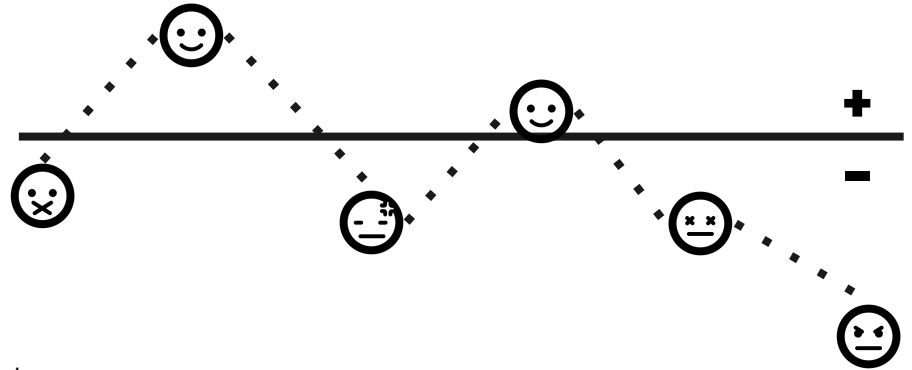








# Feature Prioritization

Problems	Goals	Features
Website Flow	Navigate the site smoothly	Consistent Nav Bar
Text Overload	Receive a snapshot of museum's background	Condensed language
Lack of Infographic	Grasp the brand and easily understand museum's events	Colors/layout Graphics complementing dates/times
No Item Preview	Come to a better decision when purchasing an item(s)	Images of item in various angles and close up



# User Journey Map



-  Confusion on the main static page
-  Website content interesting all options are laid out
-  How do I go back to the start? Oh, the option is way below.
-  Okay, online store is looking good!
-  Why couldn't they implement store layout throughout?
-  I just want a simple checkout.