

PRIORITY LEVEL	PRIORITY ONE	PRIORITY TWO	PRIORITY THREE
GOAL	How might we help Jason learn more about events?	How might we help Jason get information about volunteering opportunities?	How might we help Jason get to know the staff?
FEATURES	<p>Events section devoted to upcoming events with a calendar</p> <p>Customer testimonials from past event experiences</p> <p>Instagram feed with posts from past events and upcoming events</p>	<p>Form on website for those interested in volunteering</p> <p>Volunteer testimonials discussing what they did to volunteer</p> <p>Volunteer section with information and list of opportunities</p>	<p>Staff section providing staff details, job description, and testimonials</p> <p>Customer testimonials about their favorite staff member with ability to submit a testimonial</p> <p>Photos of staff members helping customers with descriptions</p>
METRICS	<p>Track the amount of page views and visit duration</p> <p>Track the number of referrals to Instagram</p>	<p>Track the amount of page views and visit duration</p> <p>Track form submissions and volunteer interests</p>	<p>Track the amount of page views and visit duration</p> <p>Track customer testimonial submissions</p>