

Attendees:

Hakam, Shi Kai, Max, Brindha, Gui Shi (Skype), Hye Ri (Skype)
LIB PROJ RM 4.6

Meeting Agenda:

1. Client changes to requirements (Target Audience)
2. X-Factor: Comments made during Acceptance
3. Meeting days during Dec (Cannot make it dates)
 - a. Max cannot make it on Christmas, other days should be ok, Wed afternoon, Thurs evening
 - b. Hakam
 - c. Shi Kai - Tue, thur, sat morning, 2nd, 3rd, 4th Jan cannot
 - d. Gui Shi - 20th , 25th, 28th and 31st
 - e. Hye Ri
 - f. Brindha
 - g. weekly meetings: mon and wed 10am to 12pm
4. Objectives for the month:
 - a. Admin functions
 - i. To-Do list
 - ii. Notebook
 - iii. **Wedding Day Itinerary View**
 - iv. Discover vendors
 - b. Guest List Manager
 - i. 3 users: user, helper, guest
 - c. Content Management
 - i. Finding vendors to populate the "Discover Vendors" card
 - ii. Finding tips to populate "Notebook" card
5. Admin page
 - a. What is done
 - b. What needs to be done
 - c. Start of iteration 6 (Admin page) - Thursday 18th Dec
 - d. End of iteration 6 (Admin page) - Saturday 20th Dec
6. Start of Iteration 7 (Guest List Manager) - Monday 22nd Dec
 - a. Gui Shi: Look at available applications, take their best practices and avoid flaws in them (Monday 22)
 - b. Gui Shi: Design paper prototype for coders (Monday 22)
 - c. Coders: User functions (23 - 25)
 - d. Coders: Helper functions (26 - 28)
 - e. Coders: Guest functions (29)
 - f. Testing: Development of Test Cases (time till 29th)
 - g. Testing: Testing using Test Cases (30th / once code is more or less finalised)
 - h. Finding users for user testing: Talk to Big Max (Brindha)

- i. Content Update: Brindha, Gui Shi and Hye Ri
 7. End of Iteration 7 (Guest List Manager) - Tuesday 30th Dec
 8. Remaining days: test previously coded functions super properly, need to do test cases
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Discussed:

Previous X-Factors:

1. Package Mr & Mrs (SG) as an application for Graph Paper users to use
2. The main feature of Mr & Mrs (SG) is that it provides Singaporean couples with planning guides and an array of wedding vendors and bridal items that takes into consideration the culture-specific wedding venues, customs and vendors of the 3 main races in Singapore.
3. Collaborate with other features on Graph Paper
4. Customisable canvas with more experienced Graph Paper users
5. As a starting point for other future life management applications eg. Family planning, Party planning, Retirement planning

Comments made during Acceptance:

RESEARCH KENA SHOT

1. How do we plan on monetizing the application
2. Outreach of the application: Total number of users who will be using the application
3. How might we want to collaborate with other wedding planners to use this application
OR
4. Collaboration with wedding vendors in general
5. ** To package it as our own application without emphasising so much on the usage of Graph Paper
6. ** How are we going to get users for the user testing (user testing 1 is in iteration 8!!!)
7. cannot get 5 million! tell prof. cannot get by the end of final presentation, bring up to Big Max as well

Whenever u do something, update this:

https://docs.google.com/a/smu.edu.sg/spreadsheets/d/13_9uen-ljvd_LIHEwKkEF_nFab7LVD-Ta6DM1Bg0KAwY/edit?usp=sharing

in the December Holiday Achievements tab.

Point 1:

Define Students: university level? clarify with Big Max!

Our target audience: Working adults

how to convince people to use our application?

hard to change the traditional mindset of how weddings are planned

How do we ensure our widgets (cards) can be used by both these groups?

Population of pre-loaded data (how do you know if the widget is used for wedding planning or for other uses? What about the data that needs to be pre-loaded into the widgets used for other users?)

Pros of changing target audience to students:

- easier to get testers
- we will know our target audience better since we are students ourselves
- might have a bigger market than couples
- might be more appealing to students since students already depend on tech applications like google docs and dropbox
- students may become dependent on the platform because their use of graph paper is more long term as opposed to wedding planning which is a one-off usage of graph paper
 - can build on this long term usage to develop a subscription model for the students

Pros of keeping it as a wedding application:

- good to have a platform to find vendors and plan a wedding in singapore
- is a niche market, if we can pull it off it will be something like Love Byte
 - if the application is successful, it will be a good marketing for Graph Paper
- develop a business model for Big Max so that we can target a different user group but we are able to monetize our application as something he could benefit from as well

Cons of changing target audience to students:

- Defeat the purpose of our marketing research
- no longer a wedding planning application, used for project planning and other collaboration efforts
- we have already done our acceptance, plan our schedule, it might be difficult for us given the remaining time left
- rethink of a whole new concept to suit students as the new target audience, functions of our application
- Market might be more competitive as students already make use of applications like dropbox and google docs

Talk to Big Max first, see what he says about it, meet Big Max on the 24th morning