**Meeting Minutes 2**

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| Date: | Saturday, 19 May 2012 |
| Time: | 10am – 2pm |
| Venue: | SIS Classroom 3-1 |
| Attendees: | Ong Zhen GuangYong Qian HweeJasmine ChewLau Shu NengZou Mei |

**Agenda:**

1) Decide on direction of Spree portal (Sole ownership/platform to match people to spree)

2) Develop on idea

3) Discuss possible problems we might face

**Meeting Discussion:**

WHY PEOPLE SPREE?

- Cost Benefit:

Bulk discount,

Consolidated shipping/free shipping,

Buying things that are not available in Singapore,

Discount coupon,

Save on difference due to **geographical pricing**,

WHY PEOPLE WANTED TO ORGANISE SPREE?

- Profit (monetary/stock)

- learn to do business

Our Direction

Providing a platform for Spree Organizers and Customers to meet & transact

Our Spree-ing Platform

Vision: Redefine shopping experience. Redefine shopping experience.

**Objective:**

* Easy scalable (internal)
* Low internal cost (internal)
* Fully tackle the problem of spree
	+ Ease of purchase (new innovation)
	+ Ease of organization
	+ Crowd sourcing

**Possible things to implement:**

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| Customer | Spree | US |
| * Pin it
* Shopping cart
* Payment Module
* CRM
* Tracking
* Social Linkage
* Spree Review
 | * Project Initiation
	+ New brands
	+ Bidding
	+ Featured
* Project Management
	+ Order list
	+ Mass Reply
	+ Delivery Tracking
	+ $$$
	+ Refund
* API Plugin
* Embedding
 | * Keep Track of customer purchase
* Ads Management
* Reporting
	+ Abuse
	+ Clicks(Heatmap)
	+ Sales
* Approval List
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Ways customer can purchase

**1) Pin 🡪 Product 🡪 Spree** (Pop up for customer to choose the various spree organization)

* Average Price
* Rank
* Review
* Top Favorite

**2) Pin 🡪 Spree 🡪 Product** (Customer shop from specific spree)

* Cookie

Payment

* Both Customer and Spree Organizer will receive notifications once the customer ibank the money.
* Resolve the conflict by having both parties receipt.

Illustration

In current situation, spree organization will have to link up with the various brand or website such as ASOS and they will order in bulk to reduce price and have free shipping services. Users/Customers who are interested in particular brand would have to fill up a form for a spree organization would spend up to 4min, however with our project, this would reduce the time and increase user shopping experience (pin it).

**Current Problems**

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| --- | --- | --- |
| What you know? | What you don’t know? | What you need to find out? |
| * Buyer: The form requires around 3-4mins to complete (barrier of entrance)
* Buyer needs to take note of the item details, often misinterpret, calculation error.
* MO needs manual consolidation of orders
* Buyer does not know the status of their order/payment/shipping
* MO does not have SOP
* MO has their own working model and refund policy
* There’s no regulatory for conflict management
* Payment are preferably ibank/ATM
 | * Procedure in verification of payments
* How they manage order currently
* How do they pack & ship? (dummy guide?), receipt, address labeling, etc.
* Distribution model? Meetup/postage?
* How buyer choose seller? (Price/Review/ Location of pickup point)
* Why sellers blacklist buyers?
* What is the current marketing strategy of the MO?
* How buyer search for MO?
* How buyers react to social linkage? (FB/twitter/Pinterest/ Tumblr/Blog)
 | * Spree Reviews (Star model? Thumbs up/down model?)
* The current models they’re adopting? (Distribution/ Payment/ Shipping/Refund)
* Find out viral effect about **Path, Burple, PInterest**
* What kind of report the MOs are interested in?
* What are the buyer’s details that they need to capture?
* What are the things that they look out for in the reviews?
* What is the user’s acceptance towards PInterest ‘Pin it’ button?
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The minute will be circulated among all relevant stakeholders and adopted if there are no amendments reported in the next three days.

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| Minutes Prepared by: Zuo Mei |  |
| Minutes Vetted by: Lau Shu Neng |  |