

**MENTOR MEETING MINUTES**

<b>Iteration No.</b>	1
<b>Meeting No.</b>	1
<b>Date of Meeting:</b> (Day Month Year)	17 October 2013
<b>Time:</b> (hh:mm to hh:mm)	16:00 to 17:30
<b>Venue:</b>	SOB SR 2.5
<b>Meeting Chairperson</b>	Tan Rui Jia Noelle

**1. Meeting Agenda**

- (a) Roles & Responsibilities
- (b) Subsequent Meetings
- (c) Project Scope
- (d) Functionalities
- (e) Requirements Gathering
- (f) Application Logo
- (g) Current Web App Progress
- (h) Acceptance

**2. Attendance****Name [Absent/Present]**

Bie Ya Qing [Present]

Low Wen Guang [Present]

Sebastian Kiran Joy [Present]

Tan Guo Hao [Present]

Tan Rui Jia Noelle [Present]

Victor Lee Hong Zhi [Present]

### 3. Discussed Content

#### Topic

##### a) Roles & Responsibilities

- a. Brief recap on member's individual roles
- b. Mentor Role (As per IS480 website)
  - i. Advice team on developing their innovative idea
  - ii. Meet team at least once every 2 weeks
  - iii. Share existing solutions, knowledge, or methods to acquire information to improve their idea.
  - iv. Evaluate team project
  - v. Advice teams on IP rights and raising funds
  - vi. If the team is not progressing as needed, inform the supervisor or course coordinator

##### b) Subsequent Meetings

- a. Tuesdays, Thursday mornings and Fridays after 7pm is out
- b. Wednesday morning 10.30am for subsequent meetings
- c. Frequency of meeting increase is good, so each update will be shorter
- d. 1<sup>st</sup> of every month is out because of partners meeting
- e. Next meetings set on: 30<sup>th</sup> October, 10.30am, 6<sup>th</sup> November (Instead of 13<sup>th</sup>) to prepare for acceptance, 20<sup>th</sup> November, 11<sup>th</sup> December (KIV)
- f. Will not be in town on 27<sup>th</sup> November
- g. Meeting format and venue: Flexible

##### c) Project Scope

- a. If 1<sup>st</sup> implementation is in Singapore, Apple still has larger share over Android
- b. Focusing on Android first will alienate approximately 50% of the market
- c. People tend to do OS applications first because it is more difficult. Once done, Android should be a breeze
- d. Demographics wise: Younger professionals use iOS. Techier ones use Android
- e. Best way to find out: Do a simple poll on SMU students to see which platform to

target

- f. Find the addressable market size, and go after it

d) Functionalities

- a. What is our application's minimal viable product (MVP)?
- b. Quality > Quantity
- c. E.g. Twitter's MVP is its 140 characters tweet function
- d. Everything else can change as the application develops, but the MVP must stay put
- e. Test the core functions, test functions that are useful to people
- f. In simple terms, it has to be minimal, viable and usable
- g. MVP is not a prototype. It is the quality of the function you want to use to serve your target audience
- h. Minimum core point that you will build that people will use
- i. Core has to work well before any other fanciful add ons
- j. Analytics to be pushed up as core function? It is the one that will evaluate effectiveness of our application
- k. At the end of the day, the functions offered has to be a closed loop. Whatever is being done has to be monitored and measurable
- l. Expand on functions description, what can be gathered from the inputs etc.
- m. Differentiate by usage: Pre – event, During event and post – event
- n. Or by creation function, maintenance, archival etc. Give each function more depth

e) Requirements Gathering

- a. Ask as few questions as possible to get as much as possible
- b. Be focused
- c. Try to fit all into one page
- d. Questions need to be thought through
- e. Figure out what answers you want from your respondents, than tweak the questions accordingly
- f. If the responses are on a drastic scale, something was asked wrongly or,
- g. Questions have too much diversity, respondents are not put in a straight line to

think – giving them too much choice

- h. Be direct
- i. There is a lot more to just making the exchanging of name cards more convenient: knowing the number of connections, the value of information behind what has been exchanged
- j. Think beyond the boundaries. How do I sell more in the future?
- k. Indirect payments and transactions, how to bundle it, what are people willing to pay for?
- l. To the sponsors: How much exposure are they getting through the event? App is able to find out by survey?
- m. To the organisers: How many people networked tonight? How many LinkedIn accounts were exchanged? How to measure the success of each event?
- n. Convenience isn't going to make the money. The money is in indirect transactions

f) Application Logo

- a. Should we go Professional or Fun?
  - i. Either way, focus on the branding of the company
  - ii. Decide what we want to project as a company
  - iii. The fun, vibrant and useful side? Or simple and professional
  - iv. Whatever it is, it has to match our goal

g) Current Web App Progress

- a. Fine, need to work on UI
- b. How the functions will be presented to end users

h) Acceptance

- a. How do we get through acceptance? What do we need to prove?
  - i. Put work and thoughts into the project, show that something works
  - ii. Work on MVP, measure things that have never been measured
  - iii. Turn a nice to have to a must-have
  - iv. Returns must be measurable and quantifiable
  - v. Benefits from the back-end stakeholders as well
  - vi. Key selling point: Analytics. Is that what people want to know?



- vii. How people measure success of events? More work needs to be done if we want to go into a business
- viii. Getting people to use the application, creating it as a KPI for people to connect and follow, making it comfortable to use
- ix. Holistic point of view
- b. Example: You meet this guy at an event on this dat, a note taking function to take down extended information, and leave a trail of how this person was met, sync this information with the name card display etc.
- c. That will boost the value of just exchanging name cards
- d. Package our scope: List of summary and details of requirements, need to do for at least 2 to 3 functions → Create, maintain and delete
- e. Include display of analytics as a core functionality
- f. Screen to show analytics for acceptance

4. Next Meeting	
<b>Date of Meeting:</b> (Day Month Year)	30 October 2013
<b>Time:</b> (hh:mm to hh:mm)	10:30 to 11:30
<b>Venue:</b>	TBC

**5. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)**

Description	Prepared by	Due Date
Mark out outlook calendar for subsequent mentor meetings	Victor	20 October 2013
Decide again, iOS in or out	ALL	20 October 2013
Decide on application's MVP	ALL	20 October 2013
Review Core Functionalities	ALL	20 October 2013
Review other functionalities suitability	ALL	20 October 2013
Collate survey results	ALL	20 October 2013
Perform STP on target audience	ALL	20 October 2013
Re-design application Logo	ALL	20 October 2013

**Minutes Prepared By** Low Wen Guang, Victor Lee Hong Zhi

**Date** 17 October 2013

**Vetted and Edited By** Tan Rui Jia Noelle

**Date** 17 October 2013