**Meeting Minutes 5**

|  |  |
| --- | --- |
| **Date:** | 19/05/2012 , Sat |
| **Time:** | 1600-1730 |
| **Attendees:** | CHIN Pei Wen, TAN Chang Kiat, ONG Hui Ying Madeline, Siti Mardiana |
| **Agenda:** | 1. To present ideas generated by the group to the client |

|  |  |  |
| --- | --- | --- |
| **No.** | **Discussion** | **Done By** |
| 1. | **Big Picture of B1G1**  **-**Do not like to be associated with CSR, because they do not want the projects to be silos, 4 crucial things:  1. B1G1 wants contribution/giving to become a **habit** – Not a one-time off event but a consistent event (**substainability**)  2. B1G1 wants to achieve **connections**, help companies to leave an impact on the customers after their contribution (Most Important)  3.Achieving **impact**, the focus is not on the amount of contribution, but on the vast impact that giving would provide  4.**Leverage**, where they want companies to shape/form to involve all customers to join the companies in their contribution efforts  Wants to achieve greater **connection** through the use of Mobile because mobile is interactive with people. For widget, they want to make it easier for the customer to participate in giving with the companies. Creation of an opportunity that would allow consumers to participate into the spirit of giving with the companies  There are lots of places that companies can give, but what differentiates B1G1 from the rest? They want to achieve **connection** to the owner of the company and connection to the team. They want to connect the companies with the employees to have a greater sense of satisfaction and achievement | Paul, Chairman of B1G1 |
| 2. | **Feedback for Presentation**  -Great effort in presentation as it allows them to have a better idea of our ideas and also facilitation of ideas.  -There seems to be too many things, it would be hard to monitor the impact after the systems is created. Better to have a focus and have an outcome in mind so that it is easier to measure the success of the system. The ideas now seems to have too many features that might conflict with those that they currently have  -They would choose the idea that they feel would leave the most impact and dwell in deeper  -PopUp is interesting to them because this would allow customers to actively participate with their projects too. They currently have a widget and developing a widget would only be an improvement to the current thing that they have which could be developed by their own developers  -Are there any thing that we can cater to the B2B services? Mobile friendly apps that allow the companies to do giving with their customers  -Can we have something like a “customer service” buttons in cinemas where this device can be placed at the payment counter and when the customers make their payment, they can actually press the project that they are interested in  -Hall of fame is an idea that we can look at but we are focusing on the giving habit, not the amount but giving recognition to the businesses is a great idea but we have to find ways to ensure that it is not based on contribution alone  -LiveUpdates, FanPage can be something that we can do, but these are like small additions to the project because these features are common in the market  -B1G1 wants to find ways to come up with ideas that could help the group to achieve A+ projects to work on A+ projects so they do not just want to develop a ordinary project, wants to come out with a great concept and excitement for the team working on the project  -Visual analytics and widget are already present in their company’s website (Stories). Companies can see what they have given and where all the giving are going ([www.b1g1.com/b1g1world/](http://www.b1g1.com/b1g1world/))  -Typically when a business gives, the companies are spreading their giving for a plethora of projects, not just on one. Current widget they have is customizable by the client (imprettyhippie.com)  -Communicare: Connectivity chart for the B1G1 team to measure the connectivity with the user which looks into data like how many emails they open, satisfaction of the companies etc  -Wishes to include a “WOW” factor by choosing ideas that are not currently in use but are interesting  -Prof Zhu is not supervising any teams so we will be assigned with another supervisor  -Masami said if we have any problems or requires input, we can find Prof Zhu for help  -Connection with supervisor is important and crucial for A+ | Masami Sato, B1G1 Founder |
| 3. | **Potential Ideas**  -Paul wants to allow clients to see B1G1 world because it is flash based now and clients currently can’t see it themselves. How can we allow the map to be used by the companies? They are facing problems with companies that do not have flash installed so they want to find ways to develop B1G1 world without using Flash, interactivity might not be a huge concern  -Currently what is cool is the linkage between the online businesses with the customers to the projects. The current giving is about donating but no one is talking about the impact.  -Rather than talking to the customers, is there a way to allow the companies to connect to the people who visit their website to choose the kind of projects that they would be interested in. Look at one feature and think of how to make it “WOW” would be better. It is important to come out with system thinking to know what are the things that we can tap onto  -Paul finds the LiveUpdate interesting but they want to ensure that all the businesses rather than just one of the company who will benefit from the system  -Masami went to a Adobe website that has a talk to service person that has a popup which allows them to communicate and talk to the person In chat. The efficiency of the service and comfortable service and this also resolves the communication barrier between the customer and the service provider. Allows her to feel a sense of connectivity  -Challenge they have right now is that businesses might be new to the idea of B1G1 and the plethora of features they have might confuse the businesses. They send email to their members but not all people would see it so they are thinking of doing something like the chat function that would encourage connectivity through creation of Help widget that do whatever it can to help businesses in any point of time either when they are confuse on the project that they are keen to choose and also tips on what businesses can do. An interactive platform that gives smart advices to businesses  -One area is to enhance the user experience and also on the connectivity of the businesses. We can also see what are the things that B1G1 is not maximising their potential that can be improved | Masami & Paul |

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task to be completed prior to next meeting** | **Done By** | **Due Date** |
| 1. | Play around with the features that are already existent in B1G1. Masami would send us the ideas that they have and show it to us while we can also come out with new ideas to improve on it | All members | Next Meeting |

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Agenda for next meeting** | **Done By** | **Due Date** |
| 1. | Further discussions and generation of ideas | All members |  |