

<b>Meeting called by:</b>	Team	<b>Type of meeting:</b>	Going over final project deliverable for Kim and Greg, reviewing upcoming deliverable 2 items, reviewing updated site content/format by Elaina and Helen
<b>Facilitator:</b>	Helen – sets up zoom meetings Elaina – sets and tracks agenda	<b>Note taker:</b>	Elaina DeHoratius
<b>Attendees:</b>	Evelyn Teti, Damarah Brown, Elaina DeHoratius, Helen Sanders, Emma Levine, Christine Williams		
<b>Please read:</b>	Updated Deliverable 1 (based off David’s comments), updated site content/format by Elaina and Helen, submitted Deliverable 2 items (Environmental analysis, personas, digital analysis)		
<b>Please bring:</b>	Questions/comments about site updates, current and upcoming deliverables, any updated docs		

### *Minutes*

<b>Agenda item:</b>	Go over content creation on sites, go over updated deliverable 1 items, review Kim and Greg’s deliverables, review deliverable 2 items, review timeline	<b>Presenter:</b>	Emma, Christine, Elaina, Damarah
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#### **Discussion:**

- Discussed Helen’s preference for visual creation on site
  - Elaina will update site with content and research and will create and format the PDFs, while Helen will go through and add visuals/consolidate and update site aesthetically
- Went over deliverables for Greg and Kim – pp Christine made with submitted items by group (Environmental Analysis – Elaina and Emma’s research/content, and Personas – Damarah’s visuals)
- Went over updated competitor analysis research added by Elaina based off Amy and Becca’s feedback
  - Walked through PP
  - Discussed and made changes
    - Will review final version tomorrow before submission
  - Need Damarah’s links, so I can create citations – she will send/upload them by tomorrow
- Reminded group I was leaving for two weeks
  - Will email David and Amy & Becca tonight, so they know to “Reply All” instead of just sending to me (I’m usually point of contact, but for next two weeks, group preferred all of them be emailed. Didn’t want a substitute point of contact).
  - Helen will take meeting minutes and upload them

- Discussed upcoming deliverables 2 and updated each other on progress (Elaina – Digital Analysis components [growth and impact, comparisons to competitors, architecture], Elaina – Why Seattle, KeyArena Renovations, Emma – DPM)
- Assigned upcoming deliverables
  - Memo – Elaina and Emma, will have draft done by 10/23
  - Social media posts – Christine and Damarah, will have drafts done and sent to Jacklin to review by 10/4 (due 10/4)
  - Content Strategy – Christine, Damarah, and Evelyn, will have draft completed for group to review by 10/15 (due 10/22)
  - Survey and user study suggestions – Emma will send group a proposal in next few days
  - Prototype – user experience/app design (Elaina set up doc with information, asked group to contribute to it/read it through; Damarah and Christine will begin working on prototype while I'm away, when I get back, will help).
- Seattle visual for the arena research– Evelyn work on this week
- Elaina will update project plan document
- Damarah will send final personas versions tonight
- Christine will send final consumer info journey by tomorrow
- Survey – possibly Emma, feedback back to her by 30<sup>th</sup>
  - Responses in by October 16, Emma will send it out by Oct 2
- Wireframe drafts by Christine and Damarah due 16<sup>th</sup> – feedback given by group due by 18<sup>th</sup>
- Prototype – 10/27 rough draft of working video/example
- Elaina updates site with content, Helen goes through and creates visuals

**Conclusions:**

**ACTION ITEMS:**

- Memo – Elaina and Emma, will have draft done by 10/23
- Social media posts – Christine and Damarah, will have drafts done and sent to Jacklin to review by 10/4 (due 10/4)
- Content Strategy – Christine, Damarah, and Evelyn, will have draft completed for group to review by 10/15 (due 10/22)
- Survey and user study suggestions – Emma will send group a proposal in next few days
- Prototype – user experience/app design (Elaina has set up doc with information in team drive, asked group to start to contribute to it/read it through; Damarah and Christine will begin working on prototype while I'm away, when I get back, will help).
- Seattle visual for the arena research– Evelyn work on this week, will send to Elaina to upload
- Elaina will update project plan document based off this evenings discussion
- Damarah will send final personas versions tonight to Elaina for her to upload
- Christine will send final consumer info journey by tomorrow to Elaina for her to upload
- Survey – possibly Emma, feedback back to her by 30<sup>th</sup>
  - Responses in by October 16, Emma will send it out by Oct 2
- Wireframe drafts by Christine and Damrah due 16<sup>th</sup> – feedback given by group due by 18<sup>th</sup>
- Prototype – 10/27 rough draft of working video/example
- Elaina updates site with content, Helen goes through and creates visuals (ongoing)