
Meeting called by: Amy and Becca **Type of meeting:** Going over Deliverables 2
Facilitator: Amy Lavin **Note taker:** Emma Levine

Attendees: Emma Levine, Evelyn Teti, Damarah Brown, Christine Tase, Amy Lavin, Becca Zinn
Please read: Capstone Deliverable Requirements
Please bring: Finished Research for deliverables 2

Minutes

Agenda item: Review prior feedback and 2nd round deliverables **Presenter:** Team

Discussion:

Data processing model – thought the data sets and analysis were right on point with our project goal. Question regarding Facebook – understand it is a transitioning medium – falling out of the number 1 spot. Think about how FB aligns more to older generation while we are trying to hone in on the millennial demo. What’s the future outlook for FB and how does it align with our social strategy?

Digital Analysis Architecture – since Elaina and Helen were unable to attend we did not dive into detail. They will follow up with Amy and Becca on their thoughts around this space.

Website – Amy and Becca found the flow of it to be easy to understand. Helen can optionally follow up with Amy if she wants to still incorporate the > in the text. Also, we have the option of removing the second hover sections and up leveling them.

Customer Journey – the transportation piece makes sense to the group. We discussed whether an additional info graphic makes sense for this space. Our goal is to make an app that keeps people coming back – does drilling into that make sense for time and resource optimization for the project? Team to determine.

Conclusions:

Pleased with our progress. Continue the momentum while keeping in mind our goal – making an app that keeps people coming back – retention and advocacy.