**Novemberfest Feedback Notes**

* What is a subscribed path? - path we have made that already has content, pretty much provides recommendations
* Interesting business plan: borrows material from a variety of sources
* When someone searches: crawler pulls content; Google not involved
* Why is the content not a path: content is the superset of all the paths
* Why would someone want to use this? (use cases/user personas)
  + Want to find out what favorite actor is up to?
  + Want to go to a play in Denver?
  + Content is not very educational (at a glance)
* Archiving the content? – the content can disappear if the source disappears
  + Why doesn’t ShowbizU create own content?
* Any community aspect? – last quarter’s Vanilla Forums page
* Check to see if ShowbizU is testing to see if learning outcomes are met – more of their problem
* Usability testing? - more of our problem – easy to follow with a walkthrough (hard individually)
* Flow of content is hard to follow
* How do you actually learn? – group content into paths
* Besides finding resources – can do curriculum building
  + Progress tracker?
* Who is prototypical user?
* If ShowbizU creates structured LP- how is order of content determined in path?
* Have we talked to actual aspiring actors, directors, etc.? – our client is in that industry and have a background in it
* What are other goals other than redesign? – trimming backend, refining search engine