**Meeting clients agenda**

**Questions About the Initial Specification**

* “Our site doesn’t currently rank highly on search engines for our locations” - When we searched both your website and more generally just hospices in the local area and on both occasions St Cuthbert’s Hospice topped the search results.
  + Website does show up pretty high on google search, but find more ways to advertise the Hospice (Social Media, etc)
* What kind of security problems have you experienced?
  + **This may be resolved now**, but there were some links that should not be there. (False advertisement thats not from the website)
* What information is most valuable to you for the home page? Can give us some sort of ranking so we know what to display most prominently?
  + Gallery function - Multiple pictures to create a slide instead of singular images
  + Make the functionalities simple & easy to use
    - Easy to donate
    - Easy to get to the **About us page**
    - Easy to get to **Our Services**
  + Drop down menu option for navigation
* Reducing white space will be incorporated with improving the design of the website. Do you have a preferred colour scheme you might want?
  + Will share the colour wheel later
* Are you able to further inform us about what marketing channels you already have?
  + Active on Social media
    - Facebook
    - Instagram
    - Twitter
    - Youtube
    - Linkedin
  + Google business
  + E-Newsletters
  + Post, mail, community engagement
  + \*\*They are exploring paid advertising
  + \*\*Digital marketing on pending
* We wanted to add a carousel of images, which you could regularly update the pictures. We would therefore need access to your photos and databases. We would also embed youtube videos from your channel.
  + Will be sent later on either by email or on a thumb drive
* Could you further explain what you mean by asking for advice on bespoke versus word press. We will design a bespoke site for you, what advice were you after?
  + Bespoke
* Do you think there is one stand out issue they want fixing? Anything you want us to really focus.
  + Payment processing (simplify the payment process)
    - Donation process is poor
    - Does Not allow a regular donation
  + They don't have access to everything in the website, getting information would take a long time therefore decrease productivity
  + Opening a shop not having sales as expected because of the complicated payment process
    - Paypal
  + We as a group thought probably the design, and cutting down links and pages - simplifying it essentially being the primary issue

**Donations**

* We wanted to suggest adding Stipe, which essentially enables the safe donation of money with credit cards. This would be in addition or instead of donations made through paypal.
  + Costs are 1.4% + 20p (european) per transaction. 2.9% + 20p (non european)
    - £10 donation, you pay 14p + 20p
  + There are business packages which are likely to do it cheaper. Is this something you want us to look into
  + **Yes**, audit for digital payment
  + plug in for charity checkout, look at different options
  + **Make it easy for people to see the impact of their donations (stress\*)**
  + Integrate a direct debit with a firm in Newcastle
* North London hospice employ a description with each donation price. We feel this is easy and helps the donor to know where their money is going. Would you like this?
  + **See St Oswald’s Hospice's website for example**

**Design responsiveness**

* Are you okay with us using material design (show them) - very simple, easy to navigate design system
  + Examples:

**Website structure**

* Get rid of pages
  + Will contact later about what pages to get rid of
* Instead of having defined pages, you only change what needs to be changed on the actual webpage. Essential reloading only what needs to be done as opposed to whole a new page - faster and easier to navigate
  + Single page application

**Hosting**

* Do you want us to change the hosting? What plan would you want us to go for?
  + Yes
* If you don’t mind saying, how much are you currently paying?
  + Will look into options, currently not paying anything for hosting

**Admin account**

* We thought having an admin account for you to use once we finish the project. Is this something you would want, and any features you would want to have?
  + Altering the content of the website (adding, removing, etc)
  + Yes, but give the admin access to edit everything

**Suggestion:**

* Cut down writing, more picture, less reading for viewer.
  + Yes, post testimonial, and make it prominent