

CP2408 Project – Part 2 – Team Report



CNS Team number 5

Members:

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Lean Delos Santos

Experiment #1:

Chosen Hypothesis:

"We believe that if customers are given the chance to receive 5% discount for bringing in new customers, they will be more likely to become a return customer."

Reason Hypothesis was placed first in Hypothesis Risk Assessment Canvas:

This feature comes with a significant risk because customers get a 5% discount after sharing their referral code. However, the catch is that the person who gets the referral code must become our new customer for us to consider this feature effective from a business point of view. According to reports in the café industry, the average profit is around 15% [1]. This means that the 5% discount represents a third of the cafe's profit. If the conversion rate of new customers is low, it poses a significant risk to the business. That is why we think it is necessary to test this feature based on our assumption.

Most important Assumption:

People will use the feature because they can get discounts for referrals.

Other Assumptions

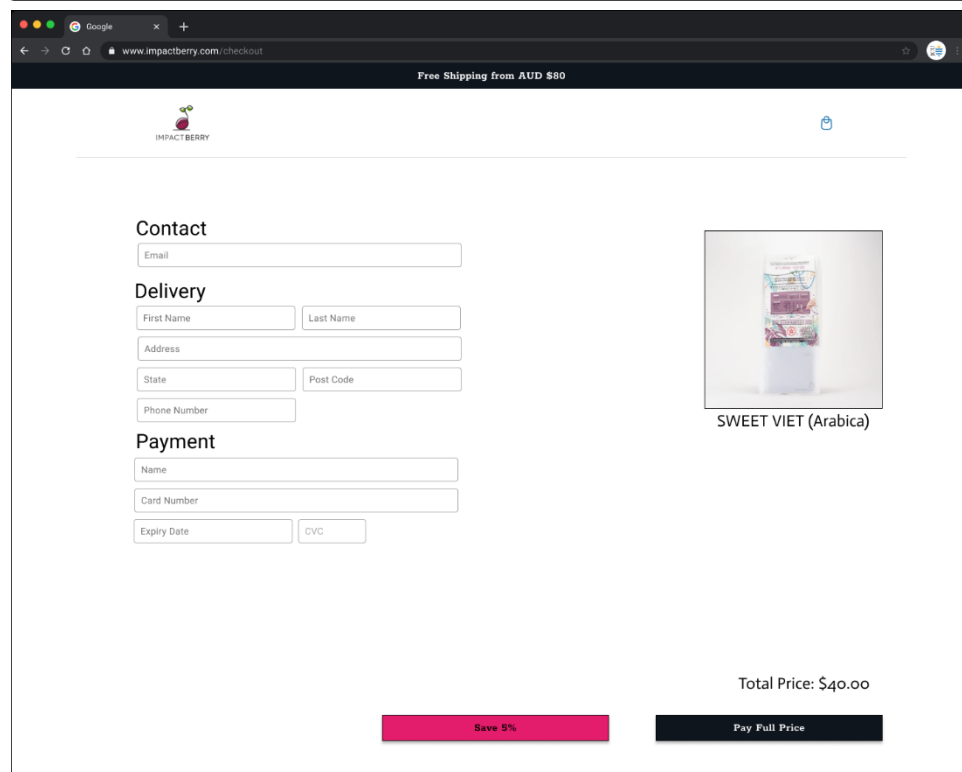
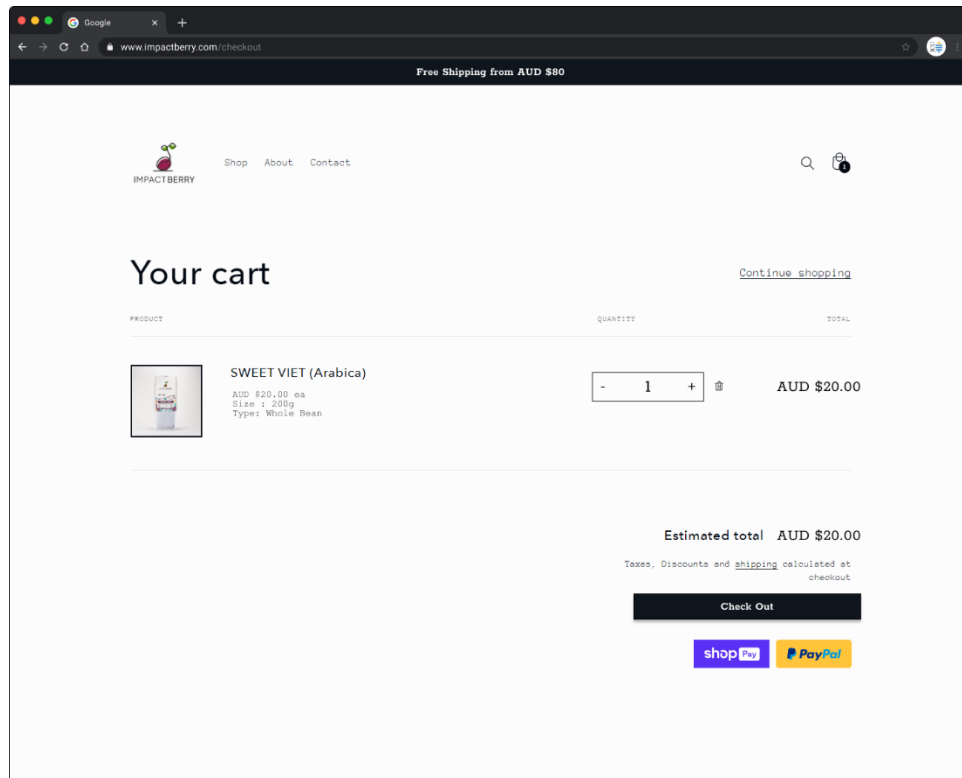
- The discount button is easy to see and will attract users' attention.
- Having a price on the product shouldn't be a problem.
- The testing procedure should be straight forward and letting the user know they are purchasing sustainable coffee beans online should provide enough clarity for them to carry out the testing procedure.

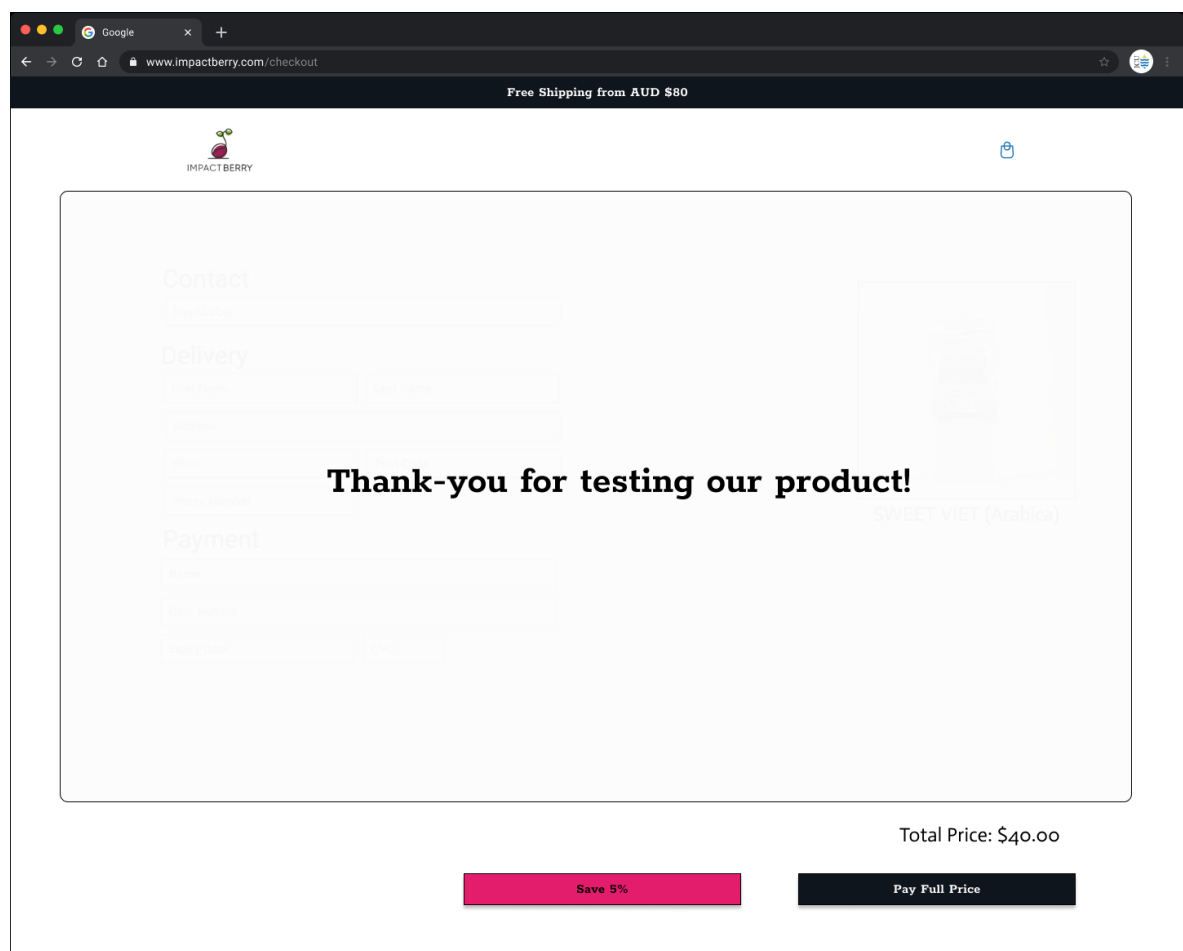
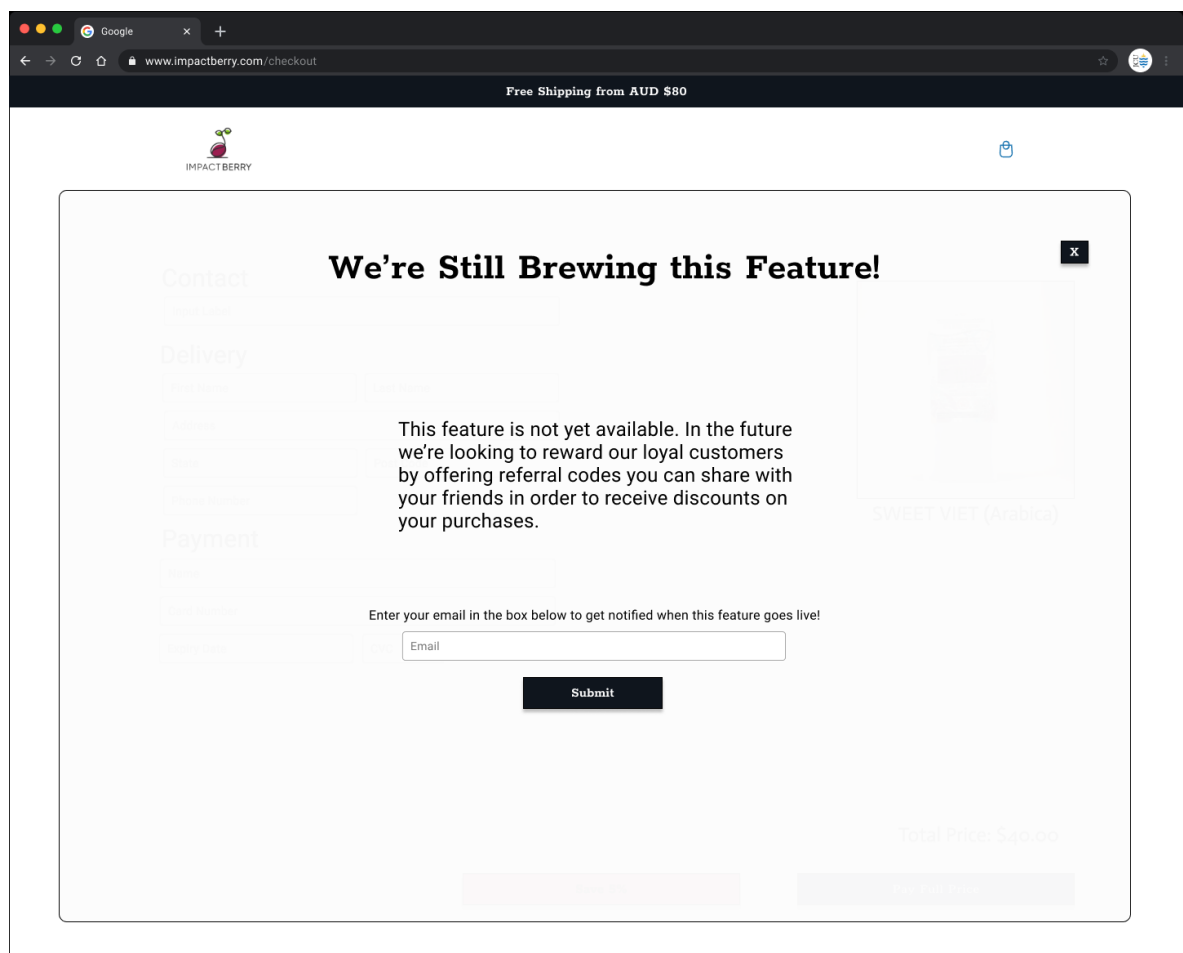
Experiment #1 MVP:

Figma Link:

<https://www.figma.com/proto/Noz4RDZJDnVwSyUzkf9PzL/DtII---MVP?node-id=12-331&starting-point-node-id=12%3A331>

Photos:





How the MVP operates:

We will implement a fake feature on the checkout page. When customers reach the payment section during checkout, there will be a button that reads, 'Save 5%' as well as a 'Pay Full Price' button.' Upon clicking, a message will appear saying, 'We're still brewing this feature.' This setup enables us to gauge customer interest without having to have a working version of the referral code system. If 40% or more of the testers would use the feature it indicates the feature is effective, and the risk is low.

Experiment #1 Test/Interview Plan:

1. We have chosen to use the fake feature method for testing.
2. We will interview individuals aged between 20 and 65, which falls within our target user age range.
3. Inform that the tester is using an online shopping cart to buy coffee beans.
4. The tester needs to go through the online payment process on our mock page.
5. We will monitor whether they clicked the feature button or not, and we will inquire about the reasons and details using the interview questions we prepared.
6. We will collect testers' willingness to use this feature and reasons why they would or would not use the feature.
7. If testers are not satisfied with our feature and show clear age characteristics, we will consider removing this age group from our target customers.
8. If more than 40% of the people will use this feature, we believe that the feature is likely to work. We will improve the feature based on the feedback and test data and proceed to the next iteration.
9. If less than 40% of the people will use this feature, we will stop testing this feature and move on to the second most important hypothesis from our risk assumption table.

Questions used:

- Would this feature be something that you would actually use? Then follow up with why?
- What expectations did you have about the 5% reward, and did it impact your likelihood of completing the checkout process?
- Would you be more likely to return to this website or recommend the products based on the discount feature?
- How easily did you find the discount button?
- Were you motivated to click the button? If yes or no, why?
- Did the presence of the button influence your overall experience with the online checkout?

User details and Test data:

No.	Tester	Age	Shop online frequency (rarely, moderately, or frequently)	Gender (F, M)	Occupation	Would this be a feature you would use?
1	Deniz	34	Moderately	M	Officer	No
2	Zola	40	Frequently	F	Receptionist	Yes
3	Mary	65	Rarely	F	Teacher	No
4	Andy	60	Rarely, almost never	M	Retired	No
5	Ivy	30	Frequently	F	Social worker	No

Analysis of Test Results

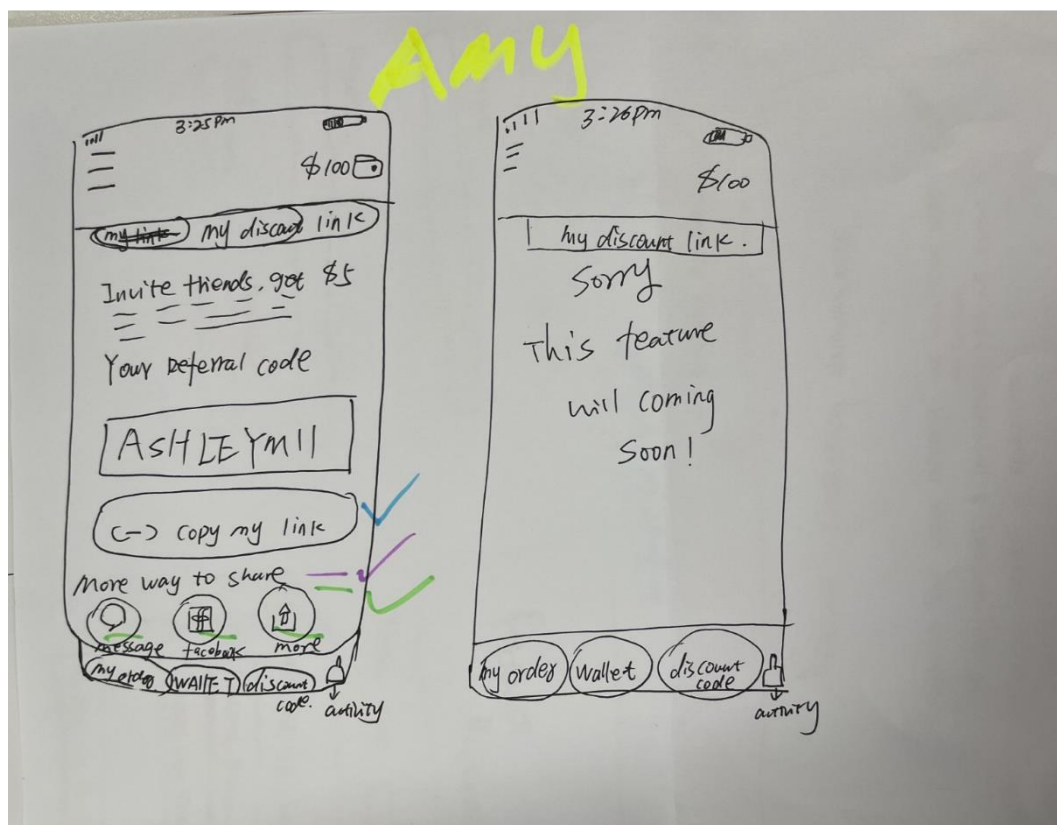
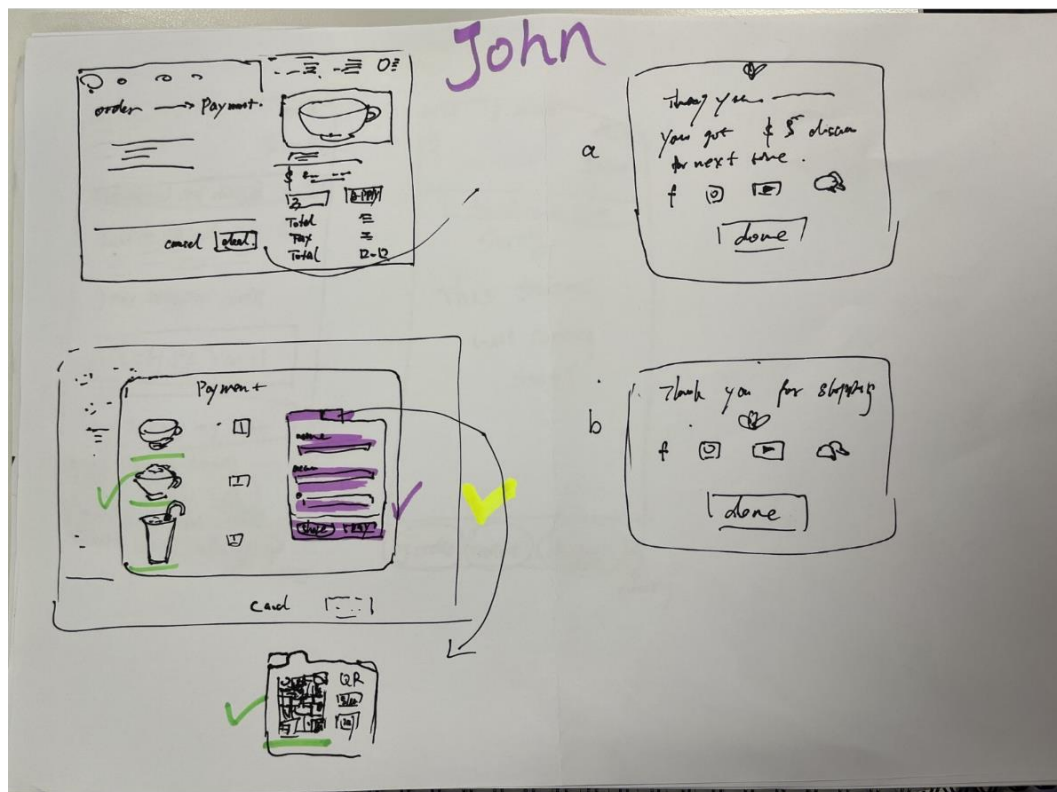
- The results show that only 25% people would use this feature which is far less than 40% of people our plan required.
- Age and Gender do not seem to be an impact here, so we believe that this feature should not be something we try to iterate on.
- People did mention that the design and wording of the buttons felt kind of “scammy” but we followed that up with the question “If we fixed that issue, would you use the feature” and the answer was still no.

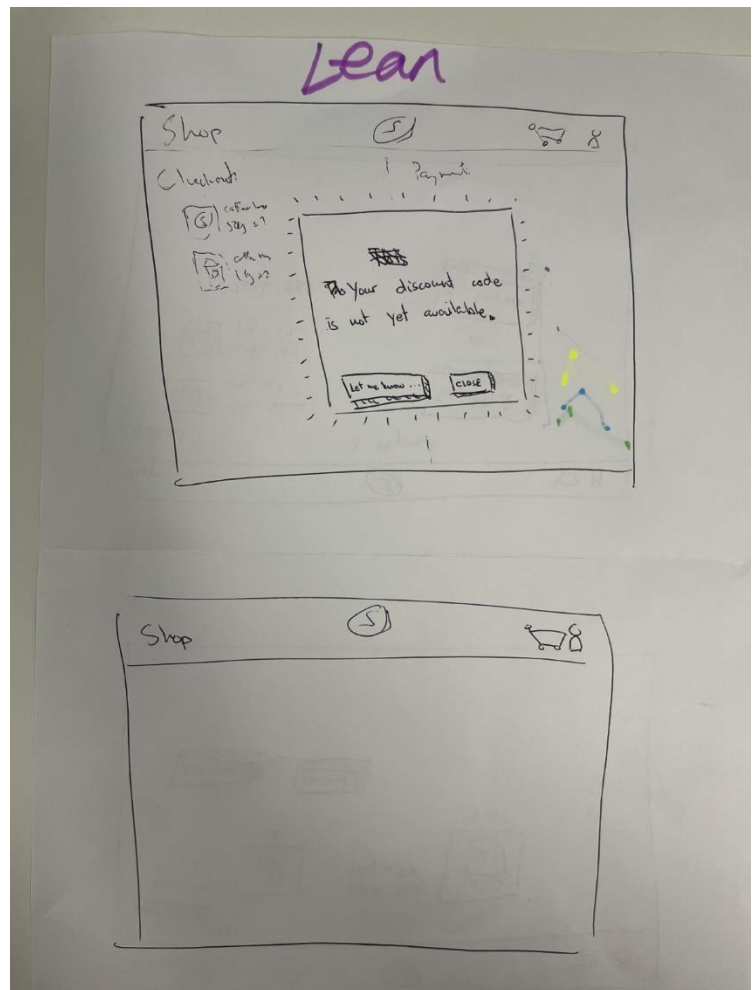
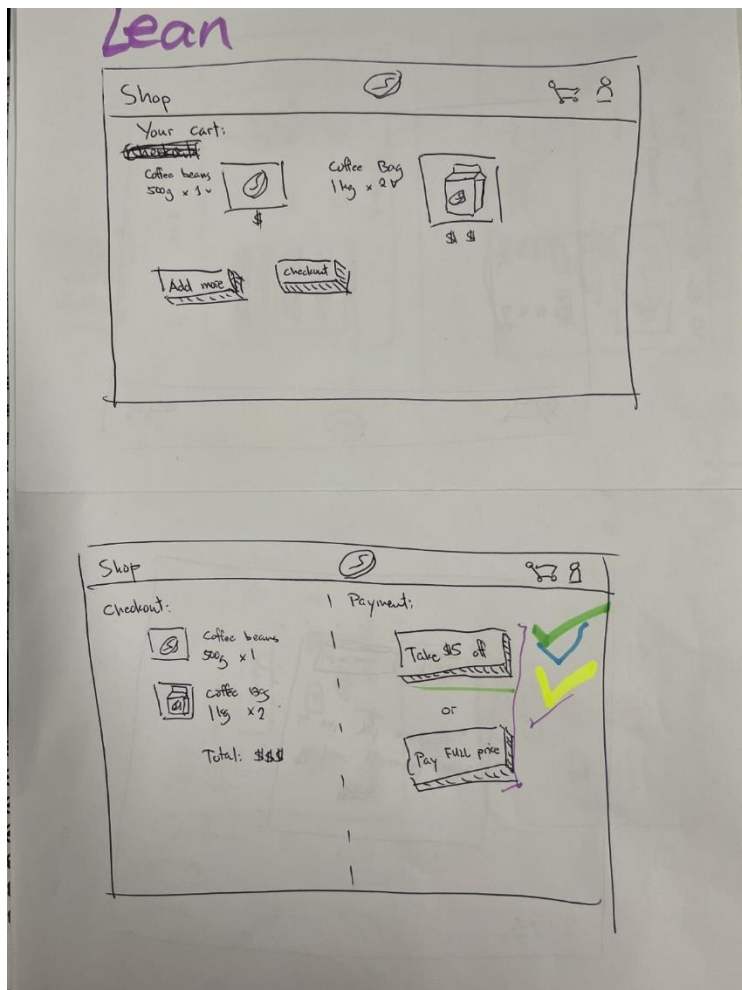
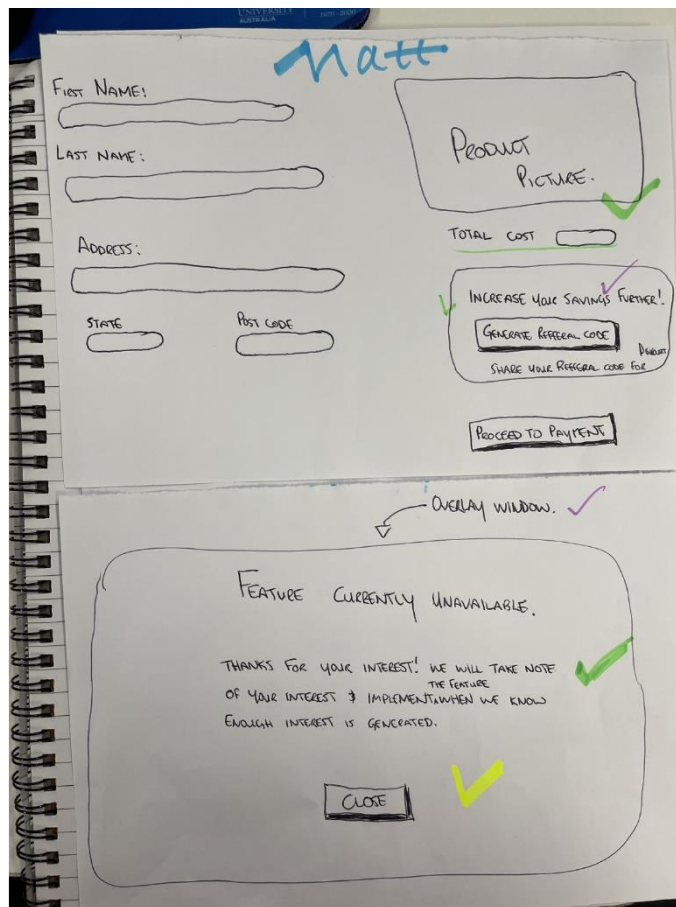
Direct implications for the next iteration

- From the interview process we found that people would not use the referral code discount feature. This is good for us, because we found out early without spending any more time on it and can move onto learning from the next feature and hypothesis testing.
- A few people did mention some things about the price not being worth the discount that you got but would still not end up using the feature if it a more suitable price was chosen. We did learn that because we are not testing the price of products, for the next iteration, we should use placeholder values rather than a static price for products to avoid these concerns in the future.

Additional Information about Experiment #1

Paper prototype (Our Drafts):





Experiment #2

Chosen Hypothesis:

"We will achieve more potential customers if the users can achieve timesaving and convenience with the monthly subscription plan feature."

Reason Hypothesis was placed second in Hypothesis Risk Assessment Canvas:

This feature is the second risk factor from our hypothesis prioritization canvas risk table, monthly subscription plan could take some time to create and implement, but it would be pointless to create it if customers do not want it. Therefore, we conducted tests on this feature to avoid generating unnecessary "output."

Most Important Assumption:

People will use a subscription for sustainable coffee beans.

Other Assumptions:

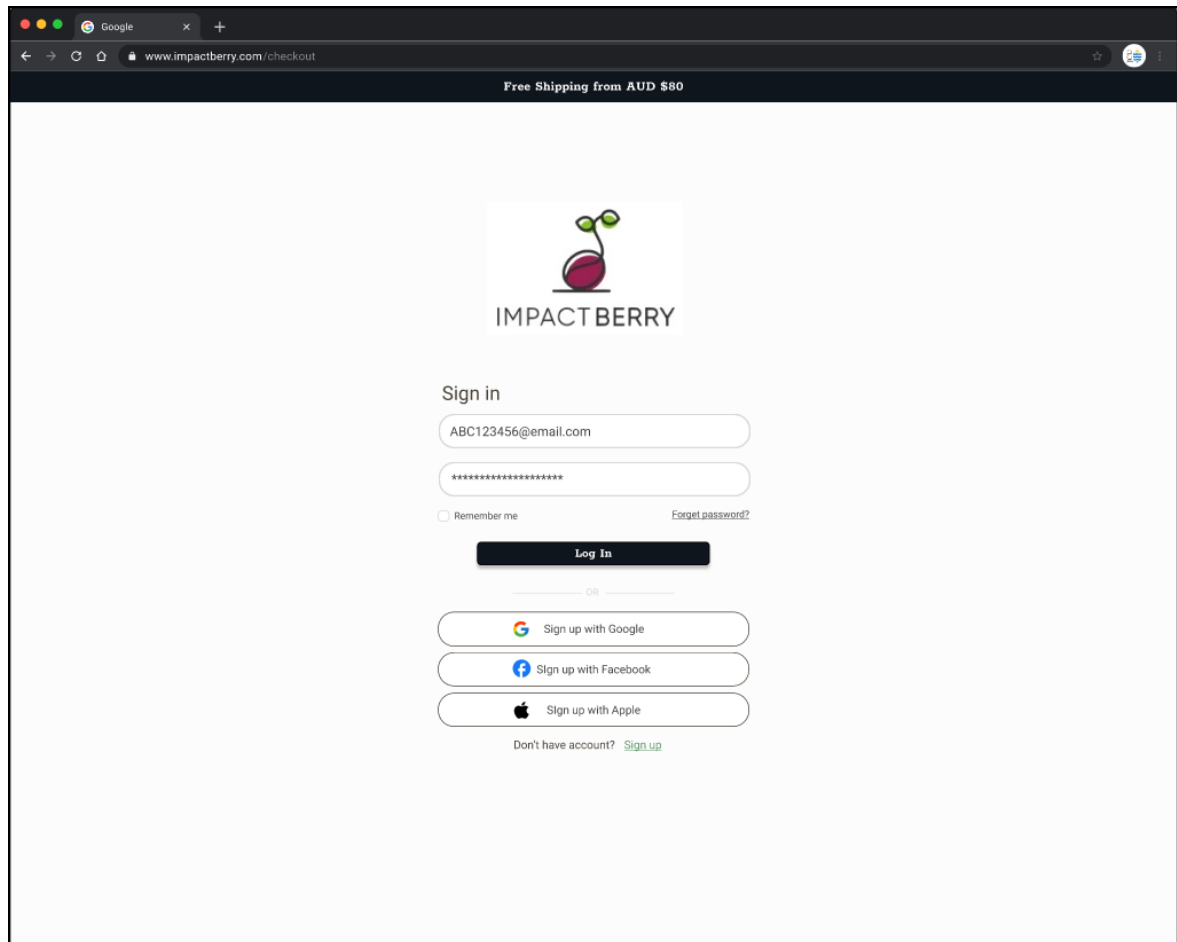
- The subscription button attracts enough attention to get people to click it.
- The MVP is straight forward enough that if we tell them what they are doing with it, it will make sense to them, and they won't get confused.

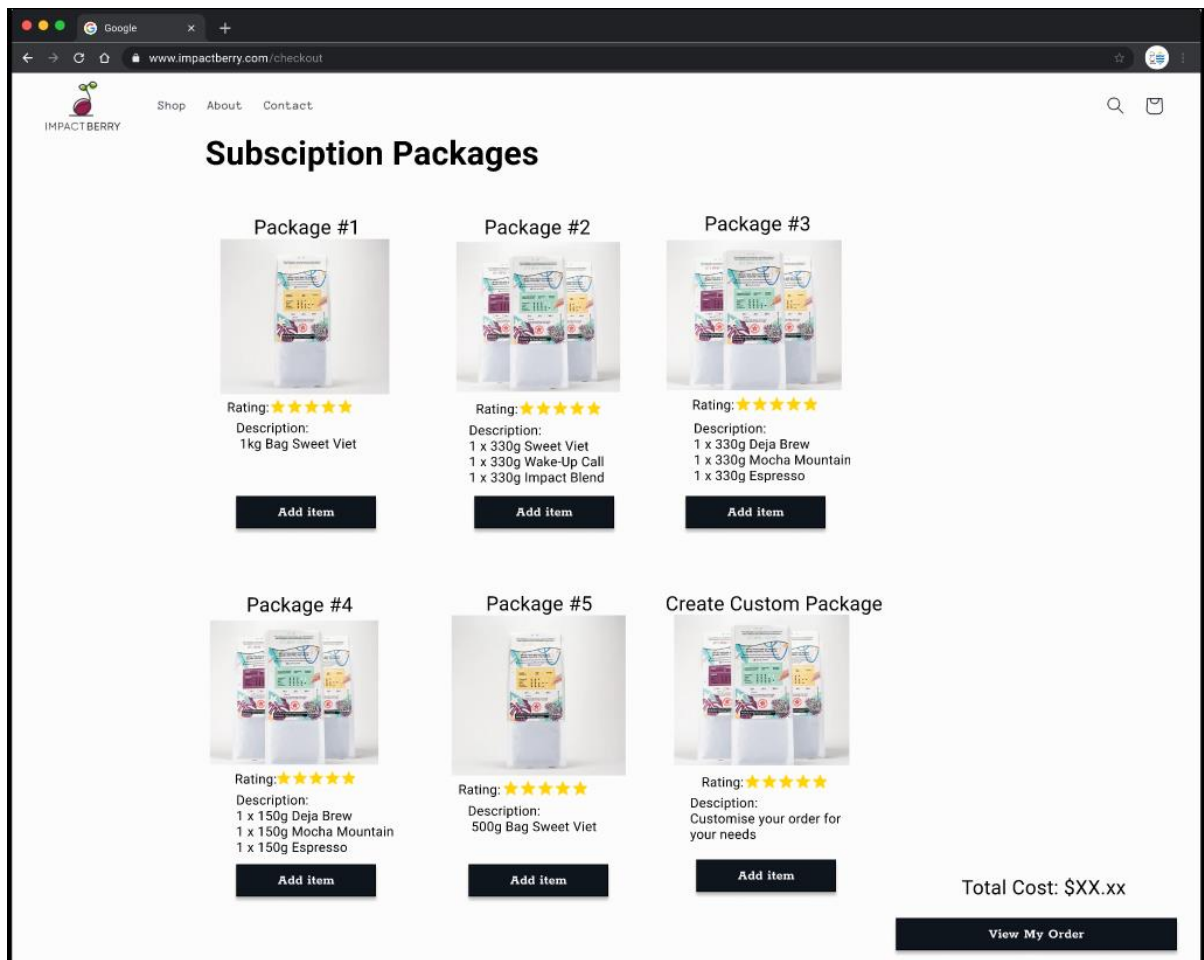
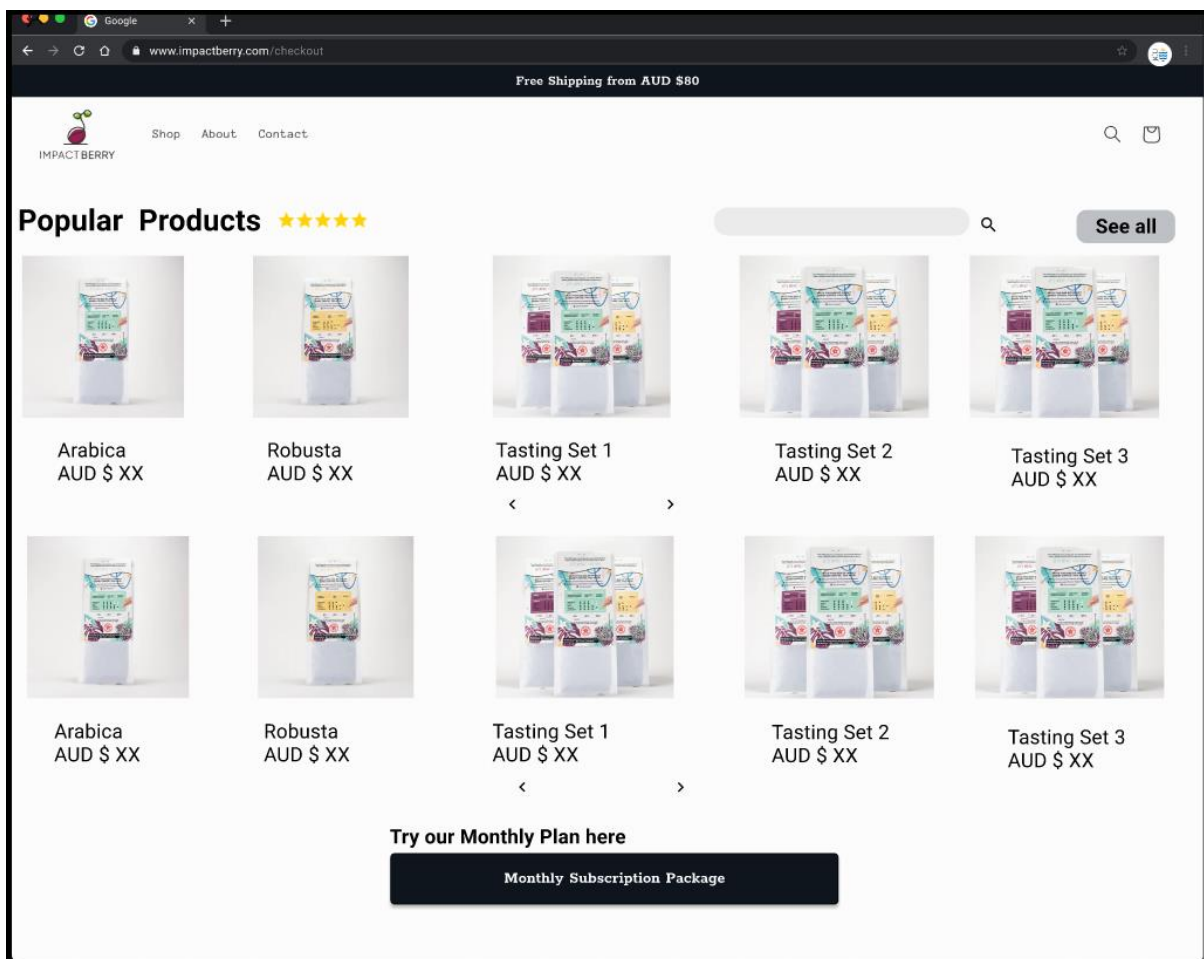
Experiment #2 MVP:

Figma Link:

<https://www.figma.com/file/rfwrizbBe2JBb5i4XAo2iL/Impact-Berry---Subscription-Page-MVP?type=design&node-id=0-1&mode=design&t=zFkRODTfAv55T2XL-0>

Photos:





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Package Order Summary

Package #3

Rating: ★★★★★

Description:
1 x 330g Sweet Viet
1 x 330g Wake-Up Call
1 x 330g Impact Blend

\$ XX.xx

Contact

Delivery

Payment

Total Price: \$ XX.xx

Pay

Add More

Delete

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Arabica #1 Detail

Arabica #1

Rating: ★★★★★

Description:
1kg Bag Sweet Viet

\$xx.x

Add item


Delete



Origin & Taste


The coffee beans are hand-picked and processed at a small coffee farm collective in Vietnam's Central Highlands.

ROAST	medium Hand-drip, Filter
COFFEE BEAN	100% organic specialty Arabica Coffee
ELEVATION	1450 masl
PROCESS	Honey

Go back


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Order Summary

Arabica #1
Description:
1kg Bag Sweet Viet

\$ XX.xx

Contact

Delivery


Payment



Total Price: \$ XX.xx


Pay

Add More

Delete


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Your order has been received

Back to home page

How the MVP Operates:

We will implement a Figma prototype to test the 'Monthly Subscription Plan' feature. When users visit the home page, they will find a button at the bottom that says, 'Monthly Subscription Plan.' Clicking on this button will take them to a detailed page where they can choose a subscription package, add it to their cart, and proceed to the payment process.

Experiment #2 Test/Interview plan:

1. The testing method we have chosen is prototype testing.
2. We will randomly interview people of different ages to test the age range of our target users.
3. Inform participants that they are using an online website to purchase sustainable coffee beans.
4. Testers are required to complete the online payment process on a demo page.
5. We will monitor if they click the Monthly Subscription Plan button and try to click the Subscription button.
6. If at least 50% of the users indicate that they would subscribe to the monthly plan, it shows the viability of this feature.

Interview Questions:

- Is this feature something you would subscribe to? And find out Why?
- Can you tell us about your experience with purchasing products online?
- How do you feel about purchasing sustainable or eco-friendly products?
- Are there any features that stand out to you? Were there any that you found confusing?

User details and Test data original table

No	Name	Age	Gender	Occupation	Able to Find Subscription Button	Would Subscribe
1	Carol	26	Female	Restaurant Manager	No	Yes
2	Yang	25	Male	International University Student	No	No
3	Olivia	22	Female	Tourist / Student	No	No
4	Mary	60	Female	Retired Office Worker	No	Yes
5	Judith	50	Female	Tourist	No	No
6	Joseph	30	Male	Barista / Food Service Worker	Yes	Yes
7	Bailey	20	Male	Retail Worker	Yes	Yes
8	Ginnie	30	Female	Barista	No	No

Data analysis table

No	Name	Age	Gender	Occupation	Able to Find Subscription Button	Would Subscribe
1	Carol	26	Female	Restaurant Manager	No	Yes
2	Mary	60	Female	Retired Office Worker	No	Yes
3	Joseph	30	Male	Barista / Food Service Worker	No	Yes
4	Bailey	20	Male	Retail Worker	No	Yes
5	Ginnie	30	Female	Barista	No	No
6	Yang	25	Male	International University Student	Yes	No
7	Olivia	22	Female	Tourist / Student	Yes	No
8	Judith	50	Female	Tourist	No	No
					25%	50%

Analysis of Test Results:

1. The Results indicate that 50% are willing to use this feature, which matches our plan stating that "at least 50% of testers want to use it." This suggests that the feature is worth developing.
2. It's interesting to know that people who would subscribe to a sustainable coffee subscription did not find the subscribe button.
3. 75% of people missed the subscription button when we were testing and required direction from the team to find it.
4. At the same time, the number of people interested in both subscriptions and the Monthly package is also evenly split between men and women at 50:50. It turns out that gender does not significantly impact the testing.
5. Among 4 testers who said they would subscribe. The age group ranges from 20-60, this is more in favour of the younger generation, it suggests that our target audience range is probably okay.

Other notable insights:

1. 37.5% of people mentioned that the Add Cart button is too far away from the payment button and is not easy to find.
2. 50% of people suggested putting the subscribe button at the top.
3. 50% of people felt that the font of the website was a little small, and the pictures could be larger for easier browsing and reading.
4. 25% of people feel that the colour of the website is a little monotonous, and changing some button colours could help with making aspects easier to see.

Direct implications for the next iteration:

Based on the suggestions of the people we interviewed, we will make some adjustments in the next iteration:

1. We will put the subscribe button at the top of the website to make it easier for users to identify and click. (Hero image as well could probably be beneficial in helping draw attention to it)
2. Make some changes to font and button sizes to make it easier for everyone to read.
3. Remove Log-In page because it's not actually required and just adds an extra step.
4. Help clear up some buttons that were confusing people, mainly the 'Delete', 'Go Back', 'Add Item/More' which is where most people had trouble navigating from what we observed.

Additional Information about Experiment #2:

Photos:





Video:

<https://youtu.be/ivuR7gdoLxY?si=JKymGCT4j45vmvtW>

Experiment #3

Chosen Hypothesis:

"We will achieve more new customers if users can conveniently use the monthly subscription plan feature prominently placed obviously on the page and it's easy to use."

Most Important Assumption:

The Subscribe button along with the use of a hero image now draws enough attention that people will click it without our intervention.

Other Assumptions:

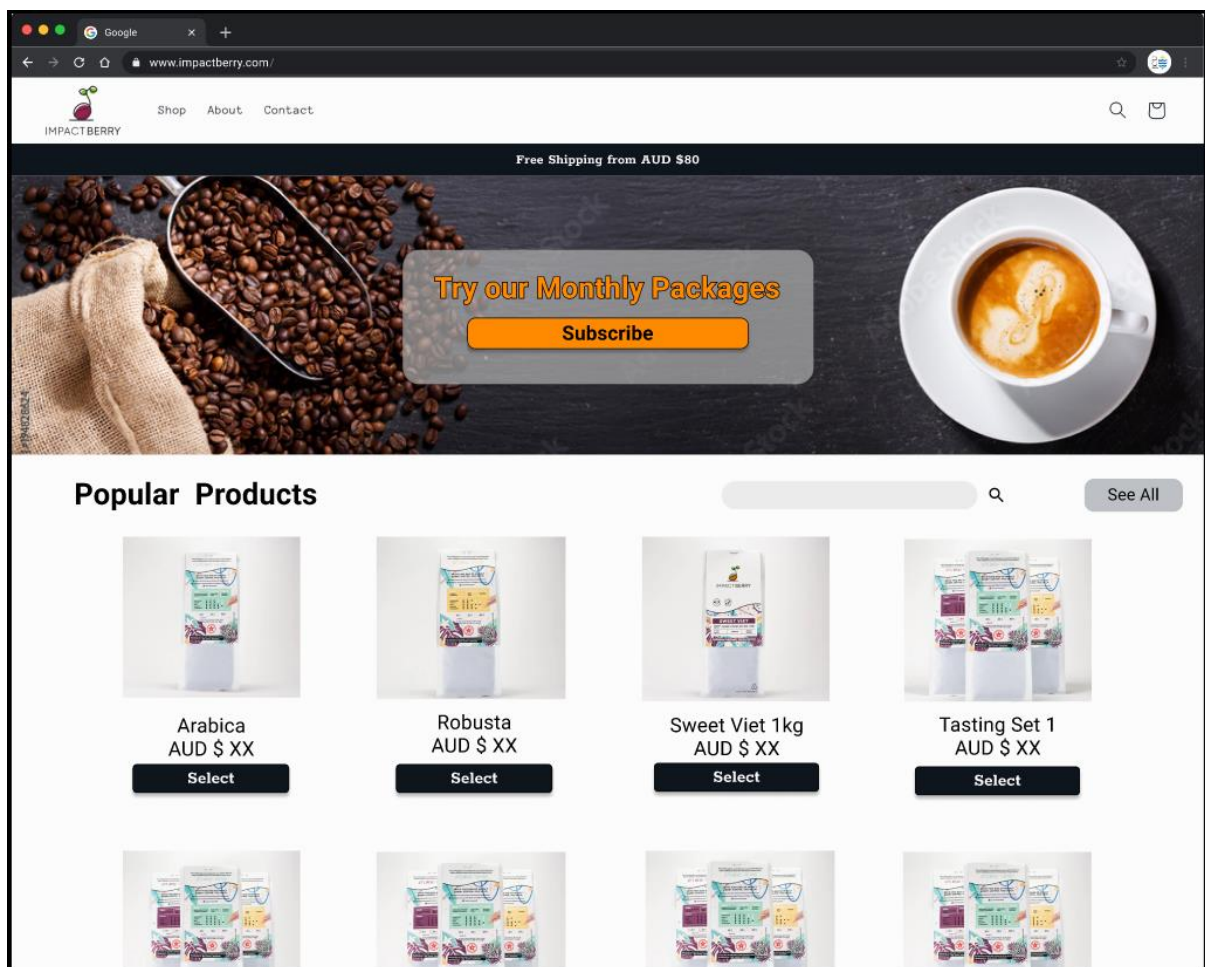
- Users will still have some problems with the prototype, we need to adjust our interview plan to facilitate getting that feedback from users.

Experiment #3 MVP:

Figma Link:

<https://www.figma.com/file/u3lzGOLTjiuexSAdTW3nIV/Design-Thinking-MVP-Version-3?type=design&mode=design&t=ReGYr3xN5OaBCL21-0>

Pictures:



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Free Shipping from AUD \$80

Subscription Packages

Select the Subscription Package you would like.

Package #1

Rating: ★★★★★

Description:
1kg Bag Sweet Viet

Select

Package #2

Rating: ★★★★★

Description:
1 x 330g Sweet Viet
1 x 330g Wake-Up Call
1 x 330g Impact Blend

Select

Package #3

Rating: ★★★★★

Description:
1 x 330g Deja Brew
1 x 330g Mocha Mountain
1 x 330g Espresso

Select

Package #4

Rating: ★★★★★

Description:
1 x 150g Deja Brew
1 x 150g Mocha Mountain
1 x 150g Espresso

Select

Package #5

Rating: ★★★★★

Description:
500g Bag Sweet Viet

Select

Create Custom Package

Rating: ★★★★★

Description:
Customise your order for your needs

Select

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Free Shipping from AUD \$80

Package #3

Rating: ★★★★★

Description:
1 x 330g Deja Brew
1 x 330g Mocha Mountain
1 x 330g Espresso


\$XX.xx

Go back

Subscription Package Details


- Each bag equally supports Clean drinking water in Indonesia & Tree Planting in Vietnam.
- For all coffee lovers and adventurers! We are packing up 3 type coffee beans for you to try. All coffee beans come in a medium roast to ensure you the full flavour profile.
- Check out our [Brewing guides](#) for tips on how to get out the best flavors!

Pay


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Free Shipping from AUD \$80

Package #3



Rating: ★★★★★

Subscription Order Summary

Description:
1 x 330g Sweet Viet
1 x 330g Wake-Up Call
1 x 330g Impact Blend


Contact

Delivery

Payment


Total Price: \$ XX.xx

Pay


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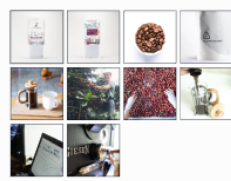
Free Shipping from AUD \$80

Sweet Viet



Rating: ★★★★★




Description:
1kg Bag Sweet Viet



\$XX.xx

Go back

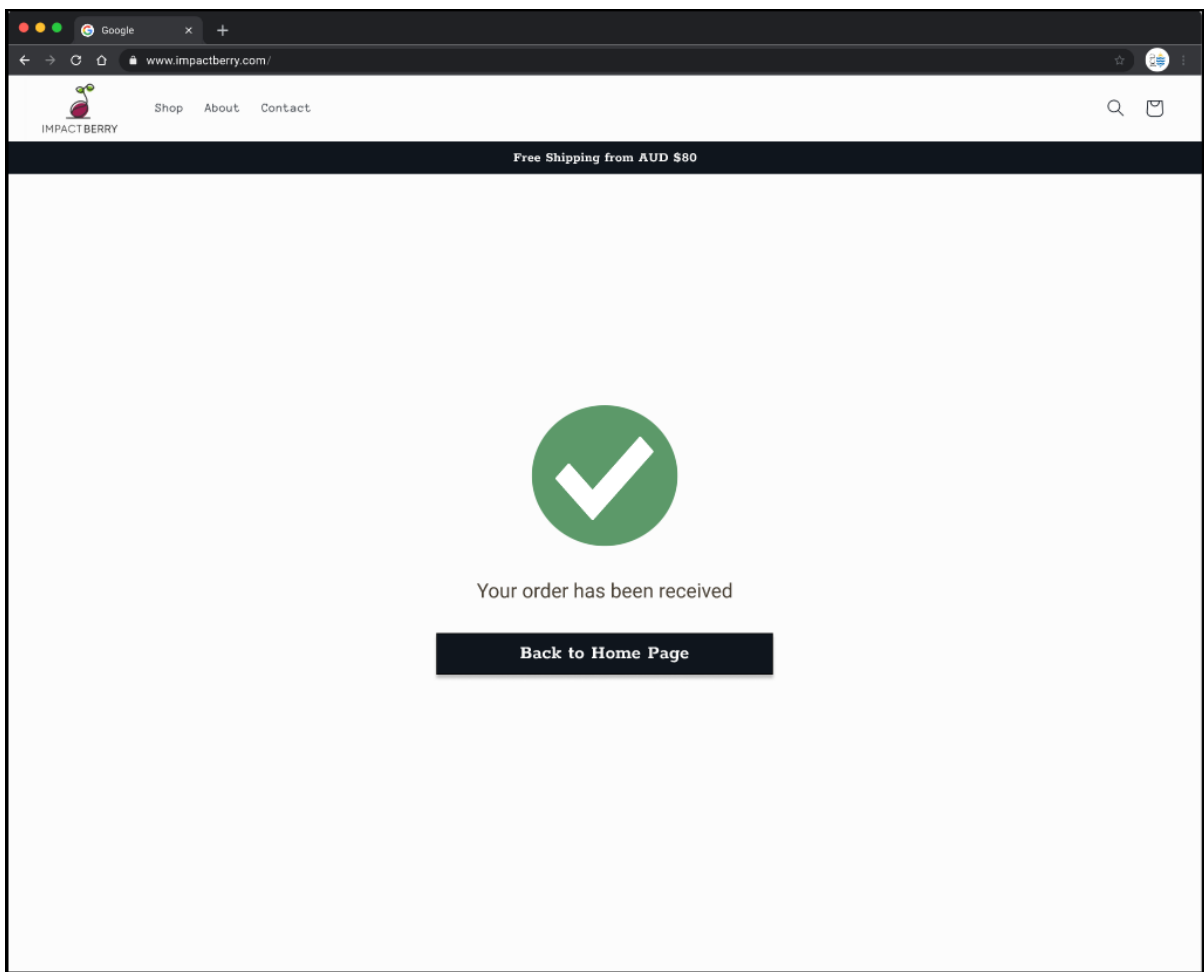
Product Details

Origin & Taste
The coffee beans are hand-picked and processed at a small coffee farm collective in Vietnam's Central Highlands.

ROAST	medium Hand-drip, Filter
COFFEE BEAN	100% organic specialty Arabica Coffee
ELEVATION	1450 masl
PROCESS	Honey

Pay



Experiment #3 Test/Interview Plan:

For this version of the prototype, we have chosen again to get people to test the prototype and ask questions.

1. We have evidence to suggest that enough people would use this feature to make it worth iterating on. We need to find out what suggestions people think might make the feature easier to use (on top of the changes we already made) and what other ideas could be added to make it align better with customers' expectations.
2. Use Prototype testing again, to get people to physically use the product to get accurate feedback.
3. Inform people that again that they are using a website to purchase beans. Ask them to use the website and observe their actions and answer some questions.
4. Observe the change of how many people clicked the subscribe button without our intervention this time. If they do not, find out why?

Interview questions:

1. Did it meet your expectations?
2. What would you improve about our prototype to make it easier to use?
3. What do you think about the subscription package page? Is there anything you would change?
4. What were the things you found difficult to use? Ask why?
5. Were you drawn towards the subscribe button? Why?

Changes Made To Lean UX Canvas:

We learned from 'Box 3 - Users'.

In the user stage of our personal process, initially, we did not have individual personas for those over 50 years old, despite including this age group in our testing plan. Initially, we assumed that people in this age range might not be very interested in sustainable products.

After two iterations, we realized that, in fact, many individuals in this age group are also environmental enthusiasts, interested in sustainable practices, and willing to try sustainable coffee bean initiatives. From the information we collected during interviews, we created an additional persona as follows:

The persona of the truck driver does not align well with our plan. As persona described, the truck driver is only at home for a couple of days and then travels again, with no plans of settling down. Since we have chosen the most important feature, the "Monthly subscription plan," which involves monthly home deliveries, the truck driver, who is frequently away from home and stays in the truck, may not have many opportunities to brew coffee beans. Therefore, we have decided to exclude the truck driver's persona from our considerations.

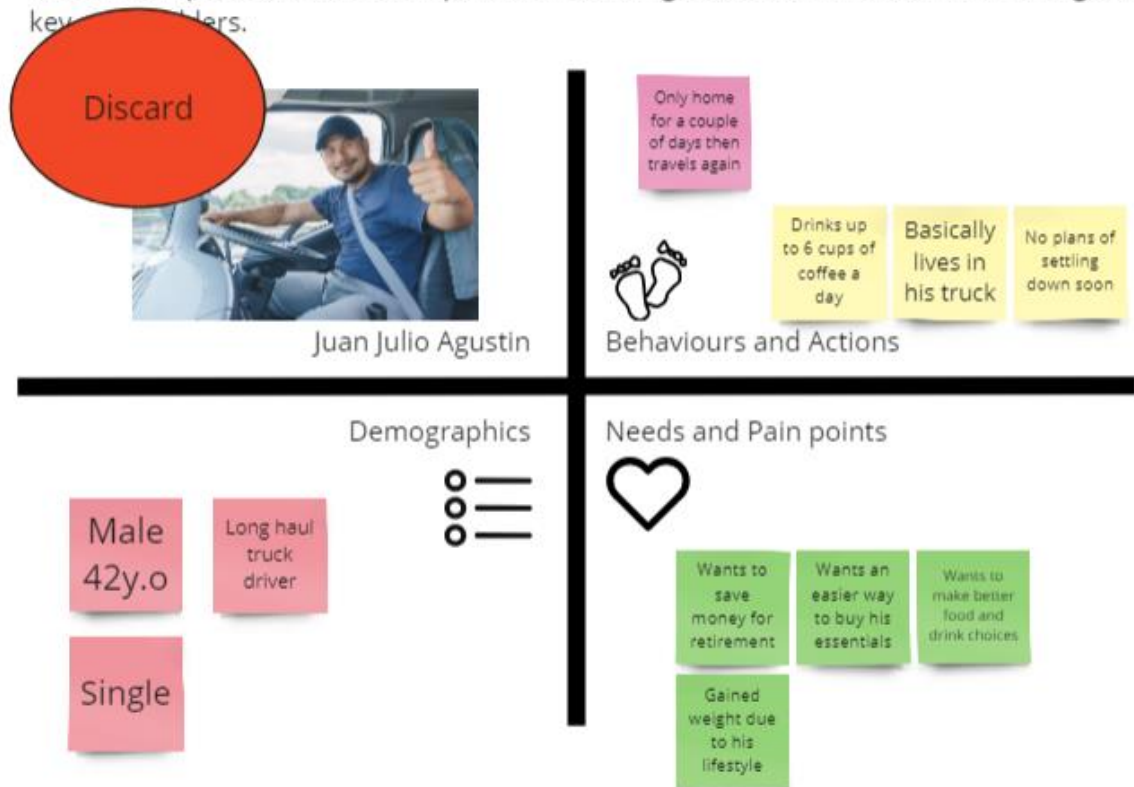
Retired Teacher- Smith

Use this template to create a deeper understanding about the mindset, needs, and goals of key stakeholders.



Truck Driver - Lean

Use this template to create a deeper understanding about the mindset, needs, and goals of key stakeholders.



We learned from 'Box 7 – What Do We Need To Learn First'.

In the Box 7 process, we identified the riskiest and most valuable assumption, which is: "We believe that offering customers the chance to receive discounts for referring new customers will increase the likelihood of them becoming repeat customers."

From that, we created a feature that offered the customer a discount referral code if they sent the referral code to their friends. We assumed that everyone would appreciate the opportunity to save money, but after conducting interviews, we discovered that only 25% of the testers were interested. Most testers expressed dislike for the feature, citing concerns about potential scams. We speculated that the low interest might be due to our prototype's rough UI design, creating a perception issue. However, even after informing testers that we could improve the UI, they still expressed a lack of interest in the feature and moved the hypothesis "We believe that offering customers the chance to receive discounts for referring new customers will increase the likelihood of them becoming repeat customers." to the discard section of the canvas.

We moved onto the next hypothesis which was "We will achieve more potential customers if the users can achieve timesaving and convenience with the monthly subscription plan feature." We carried out the testing on our Experiment 2 MVP and found that the criteria for our most important assumption was met. This means that we could now move the Assumption from High Risk, High Perceived Value to Ship and Measure.

For experiment three we came up with a new hypothesis for testing for Experiment 3, that new hypothesis was "We believe that we will achieve more new customers if users can conveniently use the monthly subscription plan feature prominently placed obviously on the page and it's easy to use." And placed this as our new High Risk, High Perceived value hypothesis.

Changes for Box 7 were put on the following pages to make it readable, and Box 6 was updated to include the new hypothesis.

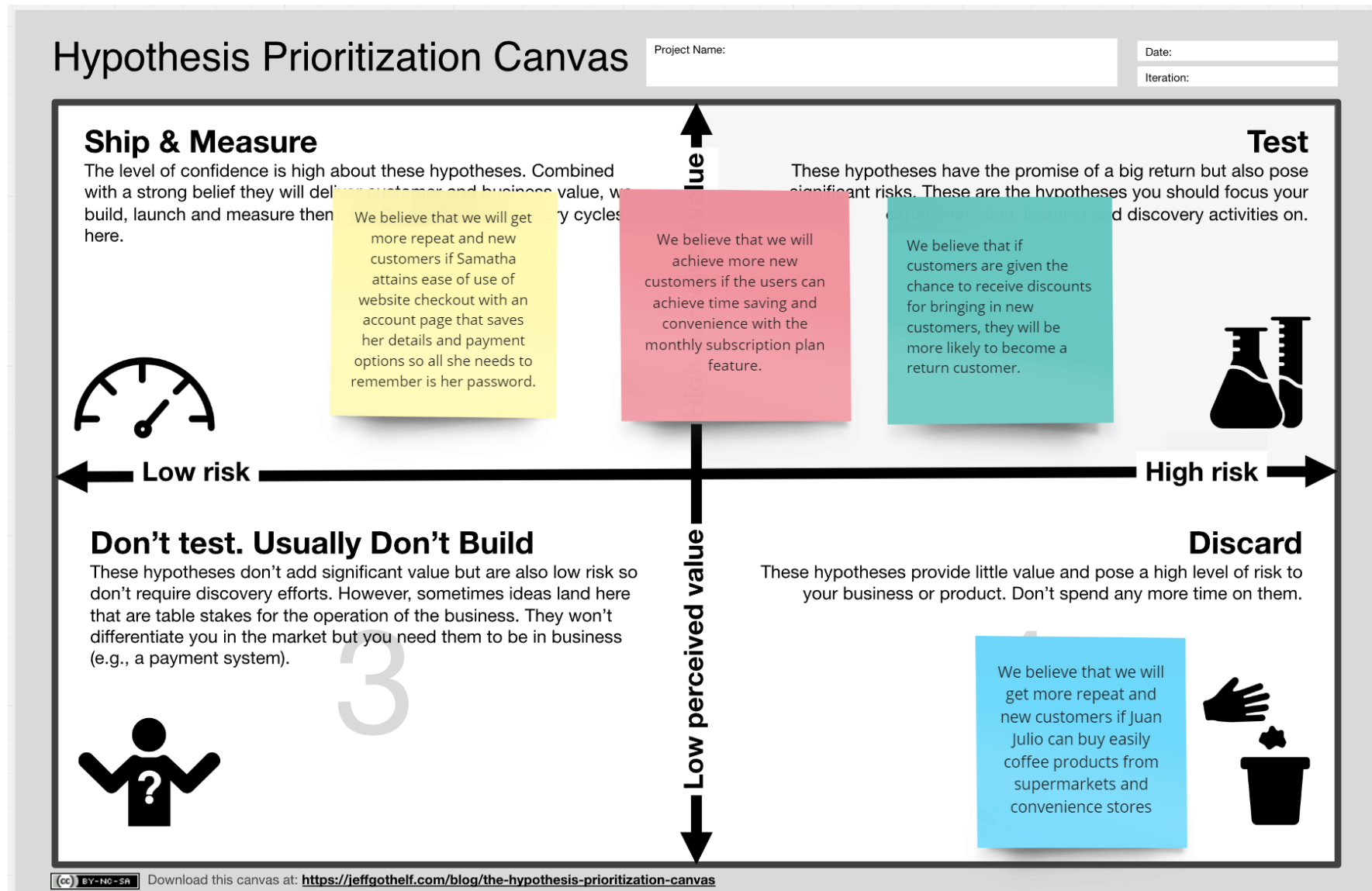
Box 6 - Hypothesis

Hypotheses

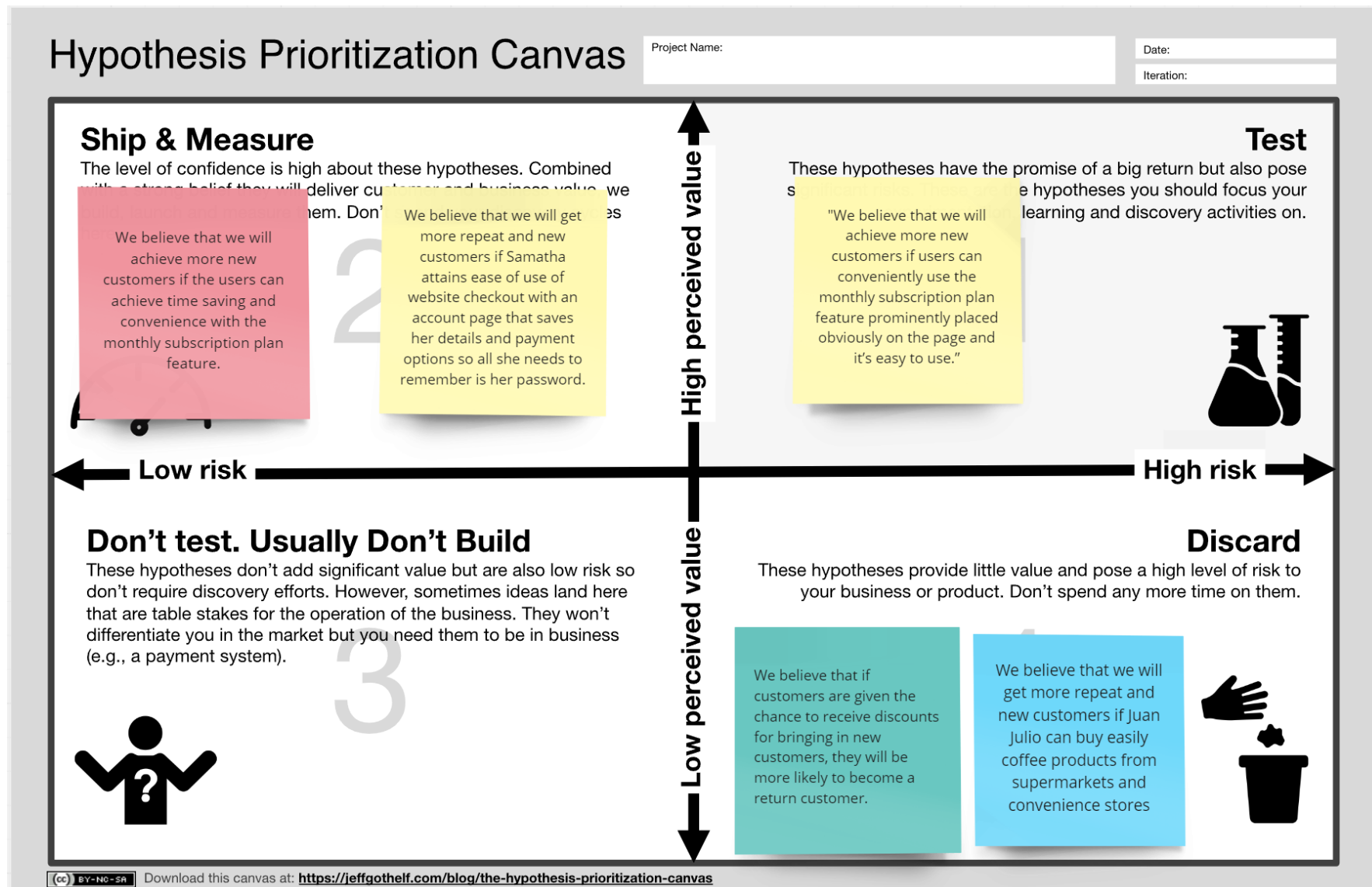
Combine the assumptions from 2, 3, 4 & 5 into the following hypothesis statement:
"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."
(Hint: Each hypothesis should focus on one feature only.)

We believe that if customers are given the chance to receive discounts for bringing in new customers, they will be more likely to become a return customer.	We believe that we will get more repeat and new customers if Juan Julio can buy easily coffee products from supermarkets and convenience stores	We believe that we will get more repeat and new customers if Samatha attains ease of use of website checkout with an account page that saves her details and payment options so all she needs to remember is her password.	"We believe that we will achieve more new customers if users can conveniently use the monthly subscription plan feature prominently placed obviously on the page and it's easy to use."	We believe that we will achieve more new customers if the users can achieve time saving and convenience with the monthly subscription plan feature.
Discard	Discard			

Hypothesis Risk Assessment Canvas Before:



Hypothesis Risk Assessment Canvas After:



Teamwork Reflection

Summary:

In our project experiments, we learnt invaluable lessons about collaboration, user feedback, product development using Lean UX principles. Initially, our referral discount feature was not very well received by our users, teaching us the importance of embracing failure as a learning tool. By lining with the principle 'Permission to Fail' we used our failure to learn and were able to find out information like pricing of products are irrelevant when you are not testing price.

We also recognised the risk of relying on a single team member after the first digital MVP development, which contrasts with the Lean UX principle of 'No Rockstars, Guru's, or Ninjas'. We learnt from that experience to promote skill sharing within the team, and balancing team responsibilities.

The following testing experiment used the GOOB Lean UX Principle, which allowed us to gain practical insights into our products usability and highlighted the significance of getting real word feedback. From the feedback we were able to make changes on our design to help the areas where we observed people having trouble as well as the comments they made in the interview. These changes allowed us to streamline our prototype in the next version for the users by 'Removing Waste' that caused issues while testing.

In experiment three we emphasised the importance of user centric design through the changes we made and collaborative problem-solving even under stress. These experiences together highlighted the value of embracing Lean UX principles for effective team dynamics and product development.

Experiment #1:

In experiment one we found that people did not want the discount by referral feature we tested first. Initially we felt disheartened that people did not seem to like or want to use the feature we created. However, we remembered that part of our goals was to align with the Lean UX principles, and we had 'Permission to Fail'. We ended up remembering this principle and finding out at an early stage that people did not want our feature was a positive. From that result we knew we made the correct choice putting this hypothesis as our high-risk hypothesis on our hypothesis prioritisation canvas. We learnt first-hand that failing is a valid outcome, and we made some changes that we learnt from that test such as the having a price on a product is not a good idea when we are not testing the price of something, which we will carry through to the next iterations.

A negative event that happened in experiment one was that our first MVP prototype was developed in Figma by one person. As a group we concluded afterwards that we didn't feel as though it was fair for one person to do the whole MVP. It was overall a bad experience because we without initially thinking about it did not align with the No Rockstars, Guru's or Ninjas Lean UX principle. If the person who knew how to use Figma ended up ill or couldn't finish the MVP in time for other reasons, there was a high chance that the prototype might not have been finished in time. In conclusion we should have spent more time teaching the people who didn't know how to use Figma, but the time constraints at the time did not really allow for it. Going forward we had all team members involved in the Figma prototyping for MVP #2 and MVP #3 so that the skills within the team were more balanced and the person who did know Figma was able to share their knowledge with the rest of the group.

Experiment #2:

A positive experience from experiment two was testing the prototype on the Cairns Esplanade. We were nervous because we did not really know how to approach people to test the prototype. It was a positive experience because we ended up successfully using the GOOB principle from Lean UX. From the experience we found that people could not find the subscription button easily and some people had trouble navigating some of the pages we set up. By talking to potential customers and observing their interactions with it, we found out what aspect customers liked and what aspects needed improving. The thing we are taking away from this is trusting in the Lean UX process and let it run its course, we were finding out if people would use the product they were testing and the results we got back were not an opinion about us as people.

Although the overall experience was positive with the GOOB concept, the first couple of people we tried to test with refused to test our product. This left us feeling a little stressed and made it mentally more difficult to facilitate an interview. It was bad because some of us hesitated when we finally got people to do the test, but some team members were around to make sure the interview ended up not going to waste. We learnt that sometimes we don't have the right set of skills that makes these tasks easy, but it's better to try and end up with results, than not try and end up with nothing. In the future some more preparation could probably be used before carrying out interviews with random people, so everyone is well prepared in a similar situation.

Experiment #3:

We ended up removing some pieces of our MVP heading into the Experiment #3. We found from Experiment #2 that there were some aspects that people found confusing. This made us feel glad because we knew we were moving from a place of uncertainty with our product to something people would use. It was a good experience because we were able to use the 'Remove Waste' Lean UX principle to help keep our prototype streamlined. The observations we found that people particularly had a hard time navigating the 'Go Back', 'Delete' and 'Add Item/More' buttons. By removing or changing the functions, we were being user focused and allowing users to identify their concerns and having us address them. This process showed us the importance of customer feedback when testing products. One process that could have been done better however, would be to explore ways to categorise the feedback from users for better implementation. For next time It would be better to develop a feedback categorisation system to help with categorising the feedback into different areas so that it makes making changes more streamlined and an easier process to carry out to make sure we're addressing as much as possible.

The last week of this assignment and being very busy with the last parts of trimester three, people were feeling stressed and were having a hard time focusing. This led to some disagreements within the team about getting some tasks done which overall wasn't ideal. This is always something that can happen when you get close to the end of a project and it's important to remember that even though disagreements can happen, not doing anything to try and resolve them isn't a good idea. Despite the disagreements we still managed to come a compromise together and as team and finish the project on time. Next time it would probably be beneficial for our group to voice concerns earlier and improve communication between people to help prevent similar situations from happening again.

Teamwork Meeting Notes:

Team Meeting Notes 1

Name of Team: Cairns Group 5

Date of Meeting: 09/11/2023^[OBJ] Start Time: 10:00AM Finished Time: 2:00PM

Members present:

Amy Yan Qing

Matt J

John (Shiwei jiang)

Lean

Members absent:

Meeting Chairperson: Amy Yan Qing

Minutes taken by John

Summary of Meeting:

Discusses the first MVP features and ideas for what we want to design.

Voting the best idea and discussion more detail about the idea

Making the meeting schedule for the next steps.

Actions for Team members:

Actions to do	Who will do this work?	By When?
Finish first MVP.	AMY, Matt, John, Lean	9/11/2023
Voting for the best idea and discussing the details.	AMY, Matt, John, Lean	9/11/2023
Making the meeting schedule for the next steps.	AMY	9/11/2023

Next Meeting Date: 09/11/2023

Next Meeting Time: 15:00PM - 18:00PM

Meeting chairperson sign to approve of this meeting minute:

Yan Qing Zhong

Name: Shiwei Jiang (John)

Signature: ^[OBJ]



Date: 09/11/2023

Team Meeting Notes 2

Name of Team: Cairns Group 5

Date of Meeting: 10/11/2023^[OBJ] Start Time: 3:00PM Finished Time: 6:00PM

Members present:

Amy Yan Qing

Matt J

John (Shiwei jiang)

Lean

Members absent:

Meeting Chairperson: Amy Yan Qing

Minutes taken by Lean

Summary of Meeting:

Discuss about the first MVP implement and prepare interview questions for it.

Determine the interview get out of the building location for the next iteration (the second MVP).

Actions for Team members:

Actions to do	Who will do this work?	By When?
Discuss the first MVP and prepare interview questions for it.	AMY, Matt, John, Lean	10/11/2023
Voting for the best idea and discussing the details.	AMY, Matt, John, Lean	10/11/2023

Next Meeting Date: 13/11/2023

Next Meeting Time: 10:00PM - 13:00PM

Meeting chairperson sign to approve of this meeting minute:

Yan Qing Zhong

Name: Shiwei Jiang (John)

Signature: ^[OBJ]



Date: 10/11/2023

Written signatures are not essential, but this is a way to ensure that all members present at the meeting agree with the minutes.

Team Meeting Notes 3

Name of Team: Cairns Group 5

Date of Meeting: 13/11/2023 ☐ Start Time: 10:00AM Finished Time: 1:00PM

Members present: Amy Yan Qing, Matt J, Lean, John (Shiwei jiang), Online

Members absent:

Meeting Chairperson: Matt J

Minutes taken by John

Summary of Meeting:

1. Put your feedback in to the mirror board.
2. Discusses feedback.
3. Plan how to improve our MVP for the second MVP.
4. Spilt the task for the second MVP if needs to.
5. Thursday, we decided the interviews question. prepare the Equipements for the MVP.
6. Friday goes out of the building.
7. The plan for the next meeting.

Actions for Team members:

Actions to do	Who will do this work?	By When?
Put feedback into the mirror board.	AMY, Matt, John, Lean	13/11/2023
Discusses feedback	AMY, Matt, John, Lean	13/11/2023
Plan how to improve our MVP for the second MVP.	AMY, Matt, John, Lean	13/11/2023

Next Meeting Date: 14/11/2023

Next Meeting Time: 11:00AM - 14:00PM

Meeting chairperson sign to approve of this meeting minute:

Name: Shiwei Jiang (John)

Signature: ☐

Date: 13/11/2023

Written signatures are not essential, but this is a way to ensure that all members present at the meeting agree with the minutes.

Team Meeting Notes 4

Name of Team: Cairns Group 5

Date of Meeting: 14/11/2023^[OBJ] Start Time: 11:00AM Finished Time: 1:30PM

Members present:

Amy Yan Qing
Matt J
John (Shiwei jiang)
Lean

Members absent:

Meeting Chairperson: Amy Yan Qing

Minutes taken by John

Summary of Meeting:

Team schedule: Wednesday Done face back discuss --> Thursday Done 2nd MVP --> Friday Interview.

1. Discussed feedback preparation.
2. Make a schedule for the "GOOB" interview, which will be arranged on Friday from 3:00 pm to 6:00 pm.
3. In front of Australia Gift.

Actions for Team members:

Actions to do	Who will do this work?	By When?
Discussed feedback preparation	AMY, Matt, John, Lean	14/11/2023
Make a schedule for the "GOOB" interview	AMY, Matt, John, Lean	14/11/2023
Plan how to improve our MVP for the second MVP.	AMY, Matt, John, Lean	14/11/2023

Next Meeting Date: 15/11/2023

Next Meeting Time: 5:00PM - 7:00PM

Meeting chairperson sign to approve of this meeting minute:

Yan Qing Zhong

Name: Shiwei Jiang (John)

Signature: ^[OBJ]



Date: 14/11/2023

Written signatures are not essential, but this is a way to ensure that all members present at the meeting agree with the minutes.

Team Meeting Notes 5

Name of Team: Cairns Group 5

Date of Meeting: 15/11/2023^[OBJ] Start Time: 5:00PM Finished Time: 9:00PM

Members present:

Amy Yan Qing Online

Matt J Online

John (Shiwei jiang) Online

Members absent:

Lean

Meeting Chairperson: Amy Yan Qing

Minutes taken by Lean

Summary of Meeting:

1. We discussed our first iteration feedback. People do not like this feature, and we have decided to modify (pretend we did) our MVP, address user concerns, and test it again with some interviewees. pls make the interview questions by yourself depending on your case.
2. We will remove the discount feature, but we will pretend that we have not made this decision yet. Therefore, we need to gather enough evidence to support our decision. That is why we are conducting a second interview with the 'Modified' MVP and seeking feedback from previous interviewees.
3. 'Modified' MVP does not exist we just assuming we have it, and it has been modified to address customer concerns.

Actions for Team members:

Actions to do	Who will do this work?	By When?
Discussed our first iteration feedback. Modify our MVP	AMY, Matt, John	15/11/2023
Discuss and decide how to reorient the website.	AMY, Matt, John	15/11/2023
Modify MVP.	AMY, Matt, John	15/11/2023

Next Meeting Date: 20/11/2023

Next Meeting Time: 10:00AM - 13:00PM

Meeting chairperson sign to approve of this meeting minute:

Yan Qing Zhong

Name: Shiwei Jiang (John)

Signature:  ^[OBJ]

Date: 15/11/2023

Written signatures are not essential, but this is a way to ensure that all members present at the meeting agree with the minutes.

Team Meeting Notes 6

Name of Team: Cairns Group 5

Date of Meeting: 20/11/2023^[OBJ] Start Time: 10:00AM Finished Time: 1:00PM

Members present:

Amy Yan Qing

Matt J

John (Shiwei jiang) Online

Lean

Members absent:

Meeting Chairperson: Amy Yan Qing

Minutes taken by Lean

Summary of Meeting:

1. For parts 1, 2, and 3, everyone needs to contribute their ideas and complete them before Thursday's practical class.

2. Discussing the third MVP and determining the features that need to be updated for our 3rd MVP. After the discussion, Mat will work on creating the Figma design for the 3rd MVP.

Actions for Team members:

Actions to do	Who will do this work?	By When?
Contribute ideas for part 1,2, and 3	AMY, Matt, John, Lean	23/11/2023
Discussing the third MVP.	AMY, Matt, John, Lean	20/11/2023
Finishing Figma design for the 3rd MVP.	Matt	24/11/2023

Next Meeting Date:

Next Meeting Time:

Meeting chairperson sign to approve of this meeting minute:

Yan Qing Zhong

Name: Shiwei Jiang (John)

Signature: ^[OBJ]



Date: 20/11/2023

Written signatures are not essential, but this is a way to ensure that all members present at the meeting agree with the minutes.

References:

[1] Coffeeshop Management, "WHAT IS A GOOD PROFIT MARGIN FOR A CAFE IN AUSTRALIA?," *Speciality Coffee Roasters | Background Coffee Suppliers*, Jun. 16, 2021.
<https://www.backgroundcoffee.com.au/what-is-a-good-profit-margin-for-a-cafe-in-australia/>