

Hello Team,

Here are some notes from today's meeting. Please respond to this thread if you have thoughts or discussion to add.

Assumptions: The product will succeed if AND ONLY if _____ is true

- Valet companies use app (seems factual not assumption)
- People prefer mobile payments over cash transactions
- People trust mobile payment systems
- Valet companies prefer mobile payments over cash transactions

Minimum Marketable Features: Features that can not be broken down into something more granular

- Example: Expedia --> Ability to reserve a hotel --> ability to reserve a hotel near a user-specified landmark (MMF)

Business Process Modeling: How is valet done now? How will it be done after SnapValet?

User Stories: As a <role>, I can <activity>, so that <business value>

- As a driver, I can pay mobile, so that I don't have to carry cash.
- As a driver, I can request my vehicle before leaving the venue, so I can minimize wait time.
- As a valet, I can accept mobile payments, so I don't need a cashier or change.
- As a valet, I can accept mobile tips, so I can get tips from customers not carrying cash.
- As a valet, I can more easily communicate with drivers, so I may speed up exiting
- As a venue owner, I can analyze customer behavior, so that I can boost business via promotions/direct advertisements

ANNOUNCEMENTS/ACTION ITEMS:

- Mona and Molly invited to join Google group
- Mona out of town from 9/17 - 9/20
- **Program Model/Results Chain/Business Process Modeling due 9/19**
- **Tentative team building dinner Tuesday night (low probability possibly rescheduled for later)**

Marshall site visit to be scheduled Monday or Tuesday during the day pending Mona's schedule