

Minutes for Meeting Number Eight

Agenda:

- Deadlines
- Finance
- Market Report
- Presentation

Meeting Outcomes:

The meeting started with general discussion, with topics such as celebrity endorsement and the finished QA Manual. Celebrity endorsement is, according to market research, too forced and can put off potential users.

Deadlines

- Presentation 1 - 19th February - 15 minutes and 10 minutes
 - StJohn is to spearhead the presentation
 - Further work should be put into the mock ups on proto.io.
 - Further work should be put into media for use in the presentation.
 - Dry run of the presentation to be held on the weekend before.
- Software plan document
- potential marketing doc
- Financial Business Plan

Finance - A cash flow chart must be made and time sheets must be filled in by all members of the group. If in doubt of the hours you have worked overestimate.

Market Report - StJohn has conducted further research into the target audience and found that 9.5million potential users are in the 20-30 age range within the UK. It is noted that these people make below the national average income, although they save more than any other generation with a disposable income of approximately £400 per month. Users of apps want to be connected to real people as well as being inspired/informed. The idea of a survey came about, potential questions including:

- How often do you search online for recipes
- How would you rate your cooking ability
- How long should a recipe be
- How expensive should a cooking app be
- Do you cook for yourself?

Subscriptions could be met with further discounts?

Round table: Kevin has continued to work on the GUI. Jeremy raised some concerns about reaching the deadline for the first iteration. Miranda reminded everyone to produce receipts for anything purchased in relation to the project. Jack pointed out that the programming is hard to start as the GUI is unfinished.