

## Real World Application - Client Consultation Diary

### Notes:

1. When approaching your client, be upfront about this being a project you are doing as part of your Diploma.
2. There is to be no expectations on you, the students, to deploy the application for use of the client. Make sure the client is aware of this and that it is agreed upon.
3. There is to be no confidentiality agreement to be entered into.

Date	Type	Minutes	Actions required
19/1/19	Initial consult -	<p>Contact: Yasmin Grigaliunas</p> <ol style="list-style-type: none"> <li>1. Tell us a little about your business - help us to understand your product/service, the types of people that use them (or that you want to use them), and how you are currently reaching these people</li> </ol> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Profit for purpose business - "We connect a business model with a feel good approach" : "The more we make, the more we can give back to the community".</p> <p>Think - TEDx, Parkrun, Ironman models...</p> <p>"We are basically an events company"</p> <p>Triple bottom line: People, Planet, Profit for purpose (in that order)</p> <p>Need to consider: Sustainability, Social responsibility, environment and the community.</p> <p>"We're like Black Friday but on the ground, selling things that would otherwise have ended up in landfill"</p> </div>	<ol style="list-style-type: none"> <li>1. Use Yasmin's suggested user journey as a guide to start our planning: <ul style="list-style-type: none"> <li>• Videos on front page which tell visitors who we are and what we do <ul style="list-style-type: none"> <li>◦ War on waste video on Youtube is a good one to capture this</li> <li>◦ People, Plane, Purpose - capture hearts and mind appeal</li> <li>◦ Maybe a playlist? Carousel?</li> </ul> </li> <li>• Look at statistics; <ul style="list-style-type: none"> <li>◦ planting the seed about what's possible in my region</li> <li>◦ In a major capital city in their third year, this location achieved...</li> <li>◦ What is the circular economy?</li> </ul> </li> <li>• Seek to find out; "How do I get involved?"</li> <li>• CTA - Register to HOST!!</li> </ul> </li> <li>2. Reply to Yasmin with a Project Charter to sign off on</li> </ol>

2. What are the top problems in your business at the moment which may be solved with technology?

All of the “bits” of the business are not glued together. They only exist in the minds of our community and our team.

**“[Ideally we would like an app where] a charity anywhere in the world [could tell us] that they want to host a WBGS”**

Capture data that we can feed into circular economy (e.g. donors that contribute to events)

3. What sort of technology are you already using in your business? Does this solve any of the previous problems? If so, how?

Currently WBGS have a very basic website which is built on WordPress.

4. What would an app need to deliver in order for you to consider it a success? What data do you need to gather? Key performance indicators?

We would need to gather the following data:

- Name
- contact details
- Organisation
- WHY?
- What sort of money they expect to raise
- What they’ve done (this feeds into why)
- What are you raising money for?

- Can you get 6-10 volunteers to work on the project?
- Do you have a relationship with your local council?
- What is the ideal time to hold an event in your community?
- Who is the driving force (champion of change) in your community that will help make this event happen?
- Socials - what does the prospective host talk about?

We need to know that we can work closely with prospective hosts: the data we gather needs to facilitate relationship building: not just about meeting criteria. - “how do you tap into the soul of a human using technology”

- Data gathering should be conversational, relational
- We want to weed out the “good humans” from those who just want to make money

Send any gathered data back to WBGS via email

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5. Are there any features or functionality you’d really love in an app?

A video which shows why hosting an event is a benefit for the community.

Other information about:

- circular economies
- People, planet, profit for purpose
  - Statistics about how we raise money for communities
  - How what we do impacts the environment

Also:

- Who we are, what we've done (stats)

Out of Scope:

- Once hosts have been approved, attendees can see upcoming events, send messages, and prepare (cashless). Data about the whole process (donations, buys, categories) can be captured and fed back to WBGS for future events.
- Could we collate multiple potential hosts who don't meet criteria individually together, so that as combined hosts, they do?
- Traffic light system to categorise approved candidates into those most applicable (green amber red), who we can reach out to first

6. Describe the stakeholder types associated with the business? Staff? Customers? Suppliers? Investors? Etc. Which of these would need to access the app?

Donors, Shopper, Business partners ( for CSR), Volunteers, Hosts

Access:

- Hosts
- Admin?

7. What kind of website look and feel appeals to you? Could you point us to some examples of websites you like, and describe why you like them (what features)? If you have any current technology (e.g. website) will we need to replicate the same look and feel?

Current website may be a good reference; Can also provide a style guide...

8. Do you have assets (data, logos, images, video, text-content) already

		<p>available, which we could use in the app</p> <div> <p>Yes. Talk to:</p> <ul style="list-style-type: none"> <li>• Emma - marketing; assets &amp; style guide, brief, content about WBGS (some of this could also be sourced from the website, youtube)</li> <li>• Ben - videographer for host focussed</li> </ul> <p>Embed YouTube videos</p> </div> <p>9. Do you have any other questions for us? Is there anything that we've missed?</p> <div></div>	
	1st review	Emailed Yas and Emma 25/01 with first draft of project for their review.	
	2nd review	Unable to be performed due to problem owner having last minute commitments	
	Final review & handover	Went well, original scope met and exceeded. Some bug issues to be fixed up before final digital copy submitted to Yas for her use.	Send review documentation for Yas to review and submit back to us.