

Portfolio Project

Holberton school Toulouse



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Stage 1: Team Formation and Idea Development

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1. Project overview

1.1 Objectives of Stage 1

- ☒ 1: Build cohesive and effective teams
- ☒ 2: Explore and generate creative ideas
- ☒ 3: Analyze the technical and business feasibility
- ☒ 4: Select and define the MVP concept
- ☒ 5: Document the decision-making process

1.2 Expected deliverables

- ☒ Full Stage 1 Report
 - ☒ Team Training Documentation
 - ☒ Portfolio of ideas explored
 - ☒ MVP concept finalized
 - ☒ Documented decision-making process
-

2. Team Training Documentation

2.1 Team member profiles

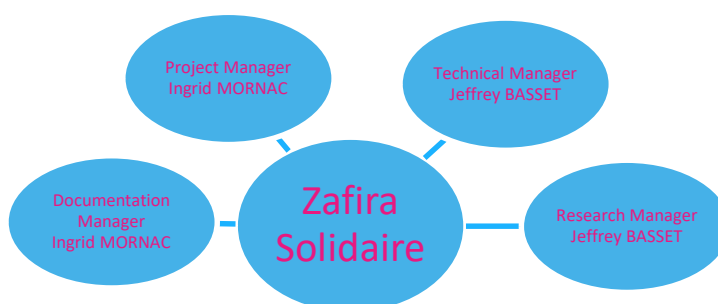
| Name | Role | Cash |
|---------------|-------------------|------------------------|
| Jeff BASSET | Technical Manager | Daily stand-up |
| Ingrid MORNAC | Project Manager | PLD Thursday afternoon |

Jeff background is in colorimetry and construction site recommendations, where he developed strong analytical skills. He is meticulous, precise, and curious, and his main interests are backend, business logic, GDPR, DevOps, and security—especially everything related to deployment.

Ingrid has experience in training project management, where she developed strong organizational and communication skills. She works with agile methods and enjoy coordinating projects from the early planning stages to completion. She's particularly interested in frontend, project organization, and visual design.

Teamwork and delivering quality results are values that drive us in every project.

2.2 Organizational Structure



2.3 Communication Standards and Collaboration

Main tool: Discord
Frequency of meetings: Daily: stand up / Weekly: PLD Thursday afternoon
Meeting format: Daily: remote / Weekly: face-to-face
Documentation platform: Google Docs/ Google Sheets/ Mindomo
Decision-making process: Consensus

2.4 Initial Meeting - Minutes

Date: 21/08/2025

Participants: Full team

Points discussed:

- ✓ Individual presentations
- ✓ Role assignment
- ✓ Definition of common objectives
- ✓ Setting labour standards
- ✓ Planning Next Steps

Decisions taken:

- ✓ Technical Manager: Jeff BASSET
- ✓ Project Manager: Ingrid MORNAC
- ✓ Daily stand up via Discord, PLD on Thursday afternoons in person

Actions to follow:

- ✓ Meeting with Fariza on 26/08/2025
- ✓ Brainstorming and Mind Mapping
- ✓ DOCKER and GITHUB installations on 28/08
- ✓ CICD Tools to Present (Jeff)
- ✓ SCAMPER framework to present (Ingrid)

2.5 Information meeting - Minutes

Date: 26/08/2025

Participants: (no absences)

- | | |
|-----------|----------|
| ✓ Fariza | ✓ Jeff |
| ✓ Ancelin | ✓ Ingrid |
| ✓ Theo | ✓ Hugo |

Points discussed:

- ✓ Zafira Association:
 - Main objective: TO ATTRACT LOCAL, DEPARTMENTAL AND REGIONAL ELECTED OFFICIALS AS INSTITUTIONAL FUNDERS, to identify them on the site's window
 - Clothing donation
 - Image consulting
 - Workshops and coaching
- ✓ Website:
 - Showcase type:
 - Interventions such as articles, interviews, communication from municipalities, departments, regions, possibly state.
 - Donors / partners (logo and/or name)
 - Workshops
 - Community-type club (for users)
 - About us
 - Blog
 - Agenda: use of weezevent
 - Make an appointment with confirmation email OR! Continuity!
 - Counter:
 - Accompanied persons
 - Weight of clothing (possibly manually)
 - Graphic
 - Security: only !! Fariza !!
 - Link between all Fariza professional websites
 - Link to Hello Asso
- ✓ Communication with Holberton:
 - Via Slack: tls-project-zafira-solidaire

Actions to follow:

- ✓ Meeting minutes
- ✓ Provision of all documents and graphic charter of the association
- ✓ Provision of site template by team or common
- ✓ Meeting with Fariza on 09/09/2025 at 10:30 am via Meet

3. Research documentation and brainstorming

3.1 Collective brainstorming sessions

Session 1: Mind Mapping

Date: 28/08/2025

Participants: Team

Technique used: Mind Mapping

Central themes explored:

- Attracting institutional funders
- Organize clothing donations
- Identify and manage workshops and coaching

Ideas generated:

Interventions such as articles, interviews, communications from municipalities, departments, regions, possibly the state.

Donors / partners (logo and/or name)

Workshops

Community Club (for users)

Who we are

Blog

Agenda: use of weezevent

Make an appointment with a confirmation email OR! Continuity!

Counter:

Accompanied persons

Weight of clothing (possibly manual)

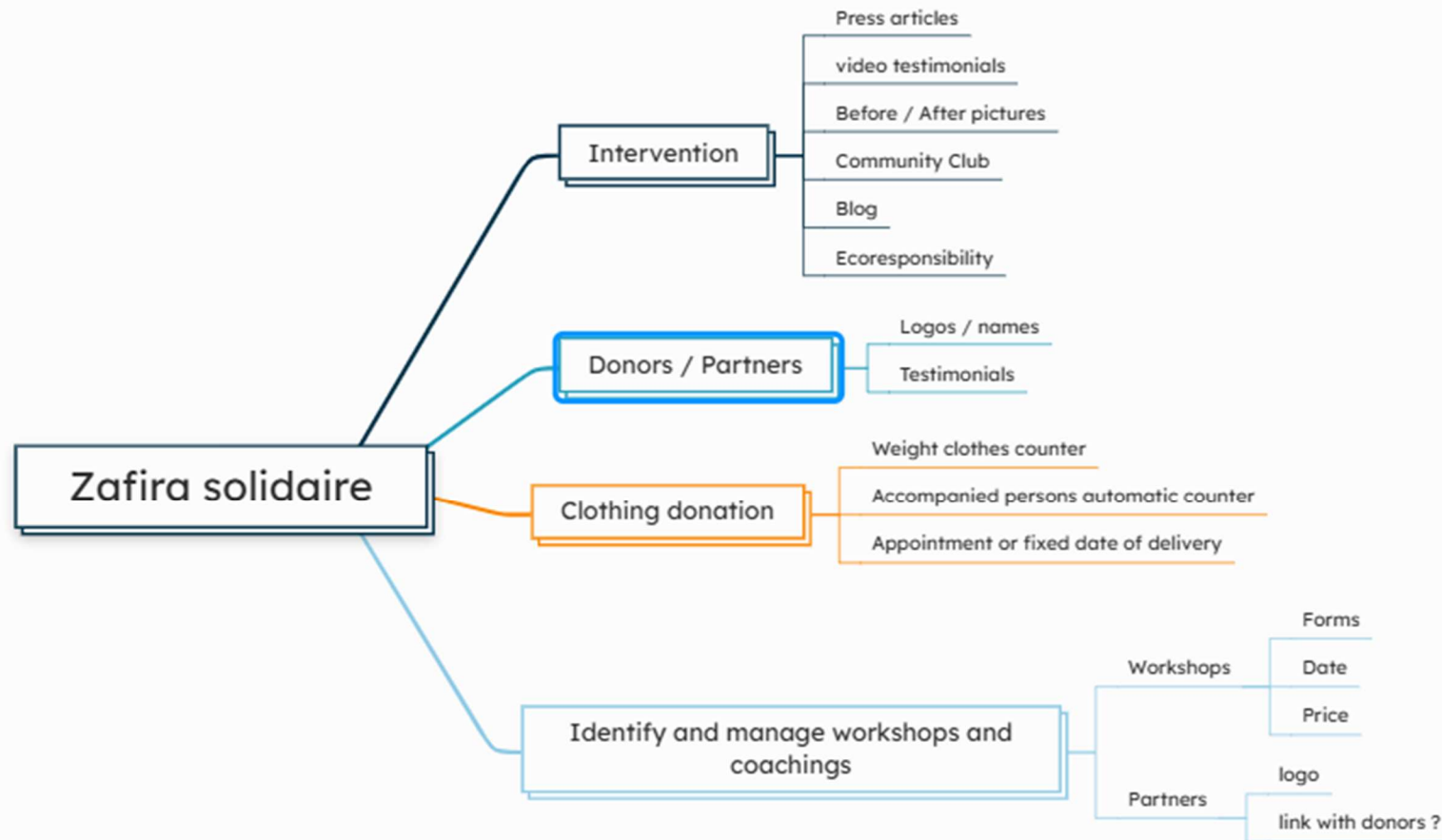
Graphic

Safety: only!! Fariza!!

Link between all Fariza professional websites

Link to Hello Asso

Mind Mapping



Session 2: SCAMPER Framework

Date: 28/08/2025

Participants: Team

Technique used : **SCAMPER**

Existing ideas transformed:

1. Attracting institutional funders
2. Organize clothing donations
3. Identify and manage workshops and coaching

| | | | | | | | | |
|---|---------------------------------------|--|-------------------------|---|------------------------------------|---|---|------------------|
| 1. attracting institutional funders | S | C | A | M | P | E | R | short story idea |
| Interventions: articles, interviews, communications | Video testimonials and press articles | Testimonials, institutions and beneficiaries | Attractive visual codes | Highlighting strong support, giving credibility | Diversion into an educational tool | Eliminate complicated language, unnecessary overloads | Take Before/After Photos Call for partnerships (such as brands, institutions) Community Club / Blog Pin important posts | |

| | | | | | | | | |
|--------------------------------|---------------------------|--------------------|--------------|----------------------------------|-------------------------|------------------------------------|--|------------------|
| 2. Organize clothing donations | S | C | A | M | P | E | R | short story idea |
| Appointment or permanence | Permanence 1/2 day / week | Donor testimonials | Gamification | Simplify access to the info page | Contact social partners | No confirmation email if permanent | Interactive donor area, eco-responsibility | |
| Counter of accompanied persons | Digital Meter | | Gamification | Site homepage | Eco-responsibility | No comment | Highlight | |
| Donation Weight Counter | Manual Counter | | Gamification | Site homepage | Social impact | No comment | To be done by the manager | |

| | | | | | | | | |
|---|----------------|-------------------------|-------------------------------|---------------------------|-------------------------------|--------------------------------|--------------------------------|------------------|
| 3. Identify and manage workshops and coaching | S | C | A | M | P | E | R | short story idea |
| Agenda (weezevent) | | | | | | | | |
| Workshops: fact sheet, date and prices | Digital Poster | Combine with the agenda | Simple and attractive reading | Simple section navigation | Define a Workshops section | Eliminate unnecessary comments | Videos from previous workshops | |
| Partnerships? | Logos | Combine with workshops | Explicit visual | Simple section navigation | Define a Partnerships section | Eliminate text | Link with donors? | |

Session 3: "How Might We" Questions

Date: 28/08/2025

Participants: Team

Questions formulated:

1 How to set up the financial donation system?

- Link to Hello Asso

- Connection to API + dashboard and logo

2 How do I give the possibility to pin certain posts in the blog?

3 How do I create an automated counter for the number of members, and a manual counter to feed for the weight of donated garments?

Proposed solutions:

1 Using the link in the MVP to ensure that the application works properly within the expected time frame is the best solution.

Possibility to insert an iframe under a "make a donation" section.

Techniques

Simple integration via next.js.

If it is an external link, provide an analytical monitoring to measure clicks (such as Google Analytics or Matomo).

No database is required for this feature.

Business

Allows you to quickly test user interest

Avoids developing a heavy feature too early in the project

Helps to validate the concept with minimal difficulty

Time-bound: 1 to 2 days max

Resources:

Frontend Developer Next.js / Analytics Tracking Tools if needed

Constraints:

No advanced customization

Dependency if the link leads to an external service

Budgetary: Low to almost zero, just development time

Legal/Regulatory:

Check if the link leads to a GDPR-compliant third-party site

Add a legal notice if necessary (e.g. partnership)

Conclusion: Very fast, inexpensive, useful for testing.

2 Find an indexing system in the database, for posts: coming soon.

Techniques:

PostgreSQL or MongoDB relational database

Backend API to expose the number of members

Digital signage on the site (JS framework like REACT or Next.js)

Business:

Gives a community effect

Strengthens the credibility of the project

Can incentivize more registrations (social proof)

Time-bound: 1 to 2 weeks:

Creation of the database, API, frontend integration

Resources:

Backend Developer: API and BDD

Frontend Developer: Digital Signage

Server hosting with database

Constraints:

Requires regular monitoring of the database

Load risk if many queries

Protection against bots / fake accounts

Budgetary: Medium by size

BDD Hosting + Development

Depending on the size

Legal/Regulatory:

Personal data of members: GDPR (consent, right of access, right to be forgotten)

Privacy policy mandatory!

Conclusion: a little longer, but provides credibility and social proof

3 Retrieve the number of members registered on the site, via the database.

Give the administrator the opportunity to enter the weight of donated and usable clothing.

Techniques:

Secure admin interface": login + admin role

DB with "Donations" table: id, date, weight

CRUD: Create, Read, Update, Delete to manage recordings

Dashboard with graphs?

Business:

Values transparency: measured and visible impact

Strong communication for partners and members

Basis for reporting and funding: grants, sponsors

Time-bound: 3 to 6 weeks depending on the complexity of the dashboard

Resources:

Backend Developer: API, BDD, Security

Frontend Developer: Dashboard

System Admin: Security, Backups

Constraints:

Requires regular manual entry by admin

Increased security: restricted access to data

Data validation to avoid human error

Budgetary:

Higher: interface + dashboard + security

Legal/Regulatory:

The data is not personal, but be careful if it is associated with people

GDPR compliance if there is a link with members

Terms of Use for Admin

Conclusion: The heaviest but very rewarding, useful for transparency and impact reports.

Rejected ideas :

1 Creation of the website of an association of manga gaming events:

Reason: to set up a payment system for entrance places that is too complicated for a 1st project

2 Creation of an office elearning site:

The proposal to work on a real professional project was more attractive, and more promising.

Categorization:

Mobile/web apps: **Both**

IoT Solutions: **None**

Artificial Intelligence: **None**

E-commerce: **None – Catalogue d’ateliers de service**

Other: **connection Hello Asso / Weezevent géré par Fariza**

4. Idea Evaluation Documentation

4.1 Defined evaluation criteria

| Features | Technical feasibility | Potential impact | Technical Alignment | Scalability | Note |
|---|---|--|---|--|---------|
| 1. attracting institutional funders | ★★★★☆ Creation of dedicated page, report, contact form | ★★★★★ Access to stable funds, public recognition | ★★★★☆ Objective to finance the association | ★★★★☆ Difficult to automate | 16 / 20 |
| Interventions: articles, interviews, communications | ★★★★☆ Easy to integrate | ★★★★★ Valued, inspires confidence, attracts funders | ★★★★☆ Consistent with the objective of funding and credibility | ★★★★☆ Easily reproducible, expandable | 17 / 20 |

| Features | Technical feasibility | Potential impact | Technical Alignment | Scalability | Note |
|---------------------------------------|--|---|---|---|---------|
| 2. Organize clothing donations | ★★★★☆ Form Logistics management Collection schedule | ★★★★☆ Increases the amount of donations, Improves organization | ★★★★★ Core mission of the association | ★★★★☆ Could be extended to multiple locations | 16 / 20 |
| Appointment or permanence | ★★★★☆ Online form or agenda | ★★★★☆ Facilitates management, avoids saturation | ★★★★★ Directly related to the mission | ★★★★☆ Extension possible Logistics coordination | 15 / 20 |
| Counter of accompanied persons | ★★★★☆ Simple dynamic counter | ★★★★☆ Makes the impact of the association visible | ★★★★★ Aligns mission and communication | ★★★★☆ Applicable to all collections | 17 / 20 |
| Donation Weight Counter | ★★★★☆ Manual data | ★★★★☆ Promotes mobilization, makes the impact of the association visible | ★★★★★ Aligns the mission with meaningful numbers | ★★★★☆ Applicable to all future collections | 17 / 20 |

| Features | Technical feasibility | Potential impact | Technical Alignment | Scalability | Note |
|--|---|---|---|--|---------|
| 3. Identify and manage workshops and coaching | ★★★★☆ Online booking/calendar tools to be set up | ★★★★☆ Member Skills Development | ★★★★☆ In line with the social and educational mission | ★★★★☆ Depends on the human resources available to animate | 14 / 20 |
| Workshops: fact sheet, date and prices | ★★★★☆ Simple pages with description | ★★★★★ Promotes the work of the association and attracts participants | ★★★★☆ Highly aligned with the development of the beneficiaries | ★★★★☆ Extendable if adding workshops / partnerships | 17 / 20 |
| Partnerships? | ★★★★☆ Logos, testimonials | ★★★★★ Strong impact in terms of credibility, resources, visibility | ★★★★☆ Territorial anchoring | ★★★★☆ Ability and time to prospect and retain | 15 / 20 |

5. Decision documentation and refinement

5.1 MVP concept - Enhanced Version for Discussion

Project Name: Zafira Solidaire

Identified Problem: The Zafira Solidaire association lacks visibility and simple tools to present its actions, attract new members, and highlight its funders (town halls, Pôle emploi, institutions). It also aims to showcase its professional services.

Target Audience: Local authorities, potential partners, beneficiaries/users, donors.

Value Proposition: A clear showcase of the association with its missions and activities, providing calls to action for the public and funders. Enables presentation of workshops, blog, testimonials, funded events, clothing donations, and association information.

5.2 Main Features (MVP Priority):

1. Homepage:

- Association presentation: mission, objectives, and purpose.
- Blog preview (last 2 articles) with link to full blog.
- Workshop preview with link to detailed catalog.
- "About" preview linking to the founder's professional catalog.
- Events section: upcoming events funded by institutions, updatable via dashboard.
- Key counters: number of beneficiaries, kilograms of collected clothing, updated via dashboard.
- Funders and donors logos section: message "If you want your logo to appear, contact the president".

2. Administrator Dashboard:

- Blog and article management.
- Workshops and events updates.
- Adding and editing counters.
- Managing partner and donor logo messages.
- Approval of beneficiary member accounts.
- Simple tracking of member logins and interactions (site statistics).

3. Beneficiary Members Access:

- Account creation mandatory, validated by administrator.
- Access to event calendar and key information.
- Ability to post testimonials.

4. Professional Catalog Access:

- Link to the founder's personal paid catalog, separate from the association.

5. Donors:

- No account creation required.
- Direct link to Hello Asso for donations.

Technologies Used and Justification:

- Frontend: Next.js for speed, SEO-friendly, and reusable components.
- Backend: Nest.js for modular and scalable architecture.
- Database: PostgreSQL for reliability and relational data management.
- Project versioning: GitHub for collaboration and CI/CD.
- Containerization and environment management: Docker and Docker Compose to ensure consistent development and deployment environments across the team.

User Types:

- Administrator: full access to dashboard, validation of beneficiary member accounts, content management, statistics monitoring.
- Beneficiary Members: access to information, calendar, ability to post testimonials.
- Partners/Funders: no account required, visibility on the showcase and logos via direct contact with the president.
- Donors: no account required, direct link to Hello Asso.

Simple Tracking and KPIs:

- Number of site visits.
- Number of members logged in.
- Number of blog articles read.
- Number of testimonials posted.
- Number of clicks to Hello Asso.
- Number of visits to workshop pages and professional catalog.

5.3 Future Features (post-MVP):

- Allow donors and funders to create accounts and manage their logos via Hello Asso API integration.
 - "Community Club" space for members with messaging and activity feed.
 - Advanced integration of professional catalog and paid registrations.
-

6. Annexes and tools

6.1 Recommended Tools

What we have to learn to do this app :

Google Workspace / Microsoft 365

Slack/ Discord pour la communication

Canva pour la proposition de maquettes du projet

1 Outils de conception et d'organisation visuelle

| Tool | Main use | Strengths | When to use it |
|---------------------------|---|---|---|
| Miro / Wall | Tableau blanc collaboratif (post-its, brainstorming, schémas) | Simple, collaborative, perfect for bulk ideas and workshops | Brainstorming phase, visual organization of ideas |
| Mindomo | Mind mapping | Very good at structuring ideas hierarchically | When you need to clarify complex concepts |
| Figma (Wireframes) | Mockups and prototypes of apps/sites | Precise, collaborative design, free to start with | When you go from concept to concrete design (UI/UX) |

2 Outils de gestion de projet

| Tool | Main use | Strengths | When to use it |
|-------------------|---|--|--|
| Trello | Simple Kanban board management | Easy to learn, visual | Small projects or start-up teams |
| Asana | Advanced task management | Lists, deadlines, automations | Medium teams, projects with clear deadlines |
| Monday.com | Versatile management, automations | Customizable, good for global tracking | Medium to large projects with multiple workflows |
| Jira | Agile Project Management (Scrum/Kanban) | Benchmark for Agile Dev, Powerful Integrations | Large tech teams, strict Agile method |

6.2 External Resources from Holbertonschool

10 Ways to Build an Effective Team: A Complete Guide

12 effective brainstorming techniques

SCAMPER Framework

Feasibility Analysis Checklist

MVP Essentials

7. Planning and follow-up: Gantt

7.1 Gantt Stage 1

