# Minutes of Meeting Interview 1

## Basic Information:

Subject: Introduction Interview

Date: 3 September 2024

Time:

Chairman: Alexandros

Minutes Secretary: Kyan

Present: Arad, Alex, Flavius, Peter, Viktoria, Marcell, Kyan, Arvid

Absent:

## Information

* Sunny Socks founded in 1973
* Mission: Make environment friendly and sustainable socks.
* Started the mission due to global warming
* Old slogan/motto: Making the world a better place, one sock at a time.
* New slogan/motto: Making the world more sustainable, one sock at a time.
* Main purpose of the website: Communicating and selling the products via the website, aggressively marketing this website through social media, broaden the customer base through social media
* Main audience: People who care about the environment but don’t know how to translate this into concrete measures, socially conscious about preserving the environment
* Content requirements: Social media campaign
* Design: Simple layout, very user-friendly, usable for both mobile and desktop. Social Media accounts must be shown in the footer!
* Functionality and features: Navigation Bar, Purchase functionality, Donate functionality by purchasing
* Navigation bar: Dropdown navigation bar for mobile and normal navigation bar for desktop
* Language of the website: English
* Third party collaboration: Work together with local farmers
* Feature vision: Expand the brand globally (slowly)

## Decisions

* Starting design phase 1
* Arvid will provide the team the resources

## Action Points

|  |  |  |
| --- | --- | --- |
| What? | Who? | When? |
| Design the first iteration of the website (Design phase 1) | Arad, Alex, Flavius, Peter, Viktoria, Marcell, Kyan | In week 36 (2 to 8 September) |
| Providing the product resources (Images, logo’s) | Arvid | In week 36 (2 to 8 September) |

## Next Meeting

Date: 11 September 2024

Place: Online environment (Microsoft Teams)

Time: 14:00