

# Meeting notes

24 December 2023 (2:30pm to 3:30pm) GMT

## OBJECTIVES AND ACTIVITIES

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- Show findings/results of individual work
  - o Questionnaire work (gathering assumptions off of past questionnaire, creating new questionnaire to test assumptions)
  - o User flow (different flow for each interaction a user would have with the platform)
  - o Wireframes (to prototype to users and gather new data on it)
  - o Rubric work (putting deliverables in concrete writing utilizing “business language”)
- Discuss next questionnaire format (utilizing what we’ve done)

## MEETING NOTES

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### EVERYONE SHARED WHAT WE COVERED IN THE WEEK

- Martin: User flows
- Tan: Questionnaire work (Hypothesis, Assumptions, Next goals, Next questions)
- Kurt: Wireframes based off of user flows
- Carli: Filled in sections (sections that are completed are marked with ✓)

### WIREFRAMES BREAKDOWN

- Wireframes are high level (we will use them as second iteration prototypes for report)
- Need to add wireframe to satisfy a questionnaire goal (relating to portfolio customization features)

### QUESTIONNAIRE WORK BREAKDOWN

#### Hypothesis

Agree with relevance of hypothesis 1 and 4. Hoping to conduct some user testing on them in the next questionnaires with some rewording of 4 (we cannot do comments/messaging as it fleshes out our scope too much)

We will drop hypothesis 2 and 3. 2 is actually a validation that the questionnaire already confirms. We ruled that 3 is not within our scope and was found to be the least important feature in our questionnaire despite it being accurate.

#### Assumptions

Assumptions weren’t directly based off hypothesis.

Will be keeping assumption 1 for hypothesis 1. We will be dropping assumption 2 and 3 because they are already validated. Will be creating a new hypothesis for assumption 4.

#### Goals for next questionnaire

We will be doing 2 questionnaires.

The goals for the first is to test the wireframes with Tan's goals numbered 1 and 6 in mind. This will test the first assumption + hypothesis "What customization are users really looking for" and we will get to see if our interpretations of what users want is correct (in terms of layout). We will not be testing for design (font colours, styles, element sizing, etc.)

The goals for the second is to gather more information about requirements of our platform that are vague. This will be much shorter. We will target how important is control of visibility (privacy), as well as if engagement features will help meet user needs. Engagement will be in the forms of likes and sharing. This target Tan's goals numbered 4 and 7.

The list of goals is too big so we have dropped the rest as we don't want to overwhelm the user with too many questions with little direct relation to one another.

## NEXT TASKS

Everyone will be contributing to the launching of the next questionnaire (giving feedback and editing)

- Kurt: Add wireframe touch ups
- Martin: Create questionnaire gathering data on the current layout (wireframes) and user flow. Use the images we have created
- Tan: Create questionnaire gathering data for user visibility and engagement
- Carli: Continue working on report. Add information gathered into user testing and prototyping sections. As much as possible, add all work done up until current point.