FreshCart Redesign - Stakeholder Alignment Meeting

Date: July 28, 2025

ATTENDEES:

- Product Manager: Alex Chen

- Engineering Lead: Priya Patel

- Marketing Director: Jordan Smith

- CEO: Sam Williams

KEY DECISIONS:

- Launch target: October 2025

- Budget: $150K for design and development

- Success metric: Reduce cart abandonment to <40%

STAKEHOLDER PRIORITIES:

Alex (PM): "We need to increase conversion rates fast. Can we add more aggressive push notifications and discounts at checkout?"

Priya (Engineering): "The current checkout flow has technical debt. We might need to rebuild parts of the payment system."

Jordan (Marketing): "Our competitors have one-click ordering. We need that feature to stay competitive."

Sam (CEO): "I don't care about fancy features. Just make it so people can buy groceries without wanting to throw their phone."

CONSTRAINTS:

- Cannot change payment providers (locked into current system)

- Must maintain iOS/Android feature parity

- Need to integrate with existing inventory system

CONCERNS:

- Engineering worried about timeline

- Marketing wants features that may complicate UX

- No one has talked to users in 6 months