



**Date:** 17 December 2025

**Attendees:** Omega Sithebe, Monray

**Topic:** Review and Improvement of AfricanTravelogue Website

### Purpose of the Meeting

The meeting was held to review the AfricanTravelogue website and discuss potential improvements from both the developer's and the client's perspective (Monray is marketing agent). The goal was to identify areas that need enhancement to better align with client expectations and improve overall user experience.

### Key Discussion Points

#### 1. Client-Centric Perspective

Monray emphasized the importance of viewing the website from the client's standpoint rather than solely from the developer's perspective.

This approach will help ensure that the site meets the needs and expectations of its primary audience.

#### 2. Critical Feedback

Constructive feedback was provided on various aspects of the website, including design, navigation, and content presentation.

The discussion highlighted several areas that require adjustments to improve usability and engagement.

#### 3. Documentation for Guidance

Monray compiled a detailed document outlining the recommended changes and improvements.

This documentation will serve as a guide during the implementation phase, ensuring clarity and consistency.

#### 4. Time Constraints

Due to limited time, not all points could be covered in depth.

A follow-up meeting has been scheduled to continue the discussion and address remaining topics.

### Next Steps

- Review the documentation provided by Monray and begin implementing the suggested changes.
- Prepare for the upcoming meeting to finalise additional improvements and ensure alignment with project goals.



- Maintain open communication to track progress and resolve any challenges promptly.

The meeting was highly insightful and productive. The feedback received was critical yet constructive, offering a fresh perspective that will significantly enhance the website's appeal to its target audience.