

Sprint 3 Report

Sprint Duration: February 10 - February 24

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Sprint Goal

Discuss enhancements and ideas to refine the platform's user engagement, pricing strategy, and design features.

Discussion Points

- To improve user engagement, the integration of an AI chatbot for real-time help was investigated.
- Ideas were shared regarding improving the price structure, such as offering monthly or yearly memberships.
- An original design for a "About Us" page was considered, which would highlight the project's origins and goals.
- The team discussed adding interactive template cards to make user interaction better.

Key Outcomes

- Generated actionable insights for upcoming development sprints.
- Sparked new feature ideas and enhancements for improved user interaction.
- Clarified UI/UX improvement priorities for future sprints.

Learnings

- Team collaboration and brainstorming lead to strong, user-focused solutions.
- Design planning is just as essential as development in creating a seamless user experience.
- Anticipating user needs can shape product features more effectively.

Next Steps (Sprint 4 Preview)

- Begin implementing selected features from discussions such as the “About Us” page and template interactions.
- Finalize the frontend and backend integration.
- Conduct internal testing and polish the platform before the final review.