

Brandtastic Four Notes - Group F

Presentation notes from week 1 Feb 6

Questions:

Should the text on the website infer and directly communicate with Regina citizens. Or should it be generic and talk to whoever opens the city.

For our homepage we will discuss all of the issues together. Would you envision seeing the top 5 issues being bolded, larger, or in a noticeable difference style to represent urgency. Or would you like to see all the issues with equal importance.

The priority is the data, but we want to make sure that the data can be spread easily. Would you encourage simplifying it into an easy glance to prioritize its ability to thrive on social media.

Notes from responses:

- Don't utilize City of Regina images. Gather images yourself and make it non political.
- Keep it professional, but you can still communicate with Regina citizens. It is a page about Regina for Regina.
- Make sure Media is sharable and social media friendly.
- Emphasize what is good and bad, but do not blame the people. Instead provide insight on how to make a change.
- Northstar is correct!
- Make text engaging with readers.
- Circle idea is interesting, just make sure it operates well and conveys information conveniently.
- User Story Map MVP's were good, just prioritizing the data availability and visualization rather than connecting users to potential NGO's.

Presentation notes from week 2 Feb 13