

Saturday 20th September, 2014

Team-Client Interaction #2

The basic phases of development were discussed. The requirements were negotiated again, and proposal for value propositions were made.

Phase 1

- We are creating an active forum that rewards members for their “helpful contribution”
- To quantify “helpful contributions”, each post is to receive likes and dislikes from users
 - Each Like rewards two WAT points to the user
 - Each Dislike subtracts one WAT point from the user (You cannot earn negative points on a post. The minimum point for each post is 0, meaning if your post is not helpful, you will earn 0 point.) Also, keep in mind that dislikes points will subtract from the likes points earned per post.
- Users will be able to track their points, compare performance with peers
 - Leaderboard resets each semester
 - § Earning a spot on each semester’s leadership board (Top 10, Top 50, Top 100) will credit the user more redemption credits (To be discussed later)
- Backend – If possible, we would like to have a systematic way to capture data. The data can later be used to improve the school (much like how companies analyze twitter tweets to find ways to improve themselves)

Phase 2

- Create a redemption system where users can trade points for USC Marshall Merchandise.
 - At the end of each semester, WAT points will convert to redemption credits
 - Example: Each 100 WAT points earned from the prior quarter will grant the user 1 redemption credit
- Create a small inventory of redeemable items so that users may choose to redeem online.
- Or, provide a cash value to each redemption credit, each credit = \$10 USC Gift Card to be used at the USC store. (if we do this, then 100 WAT points = \$10 USC Gift card)

Phase 3

- Offer other functions users can do to earn points besides contributing on a forum
- Link with the USC bookstore for increased efficiency.
- Backend – Create dashboards to show alarming issues that affect students so that the school can respond

Next Meeting:

- Attend Win-Win negotiation session #1
- Finalize the Program Model, Business model and Result chain
- Update the data on the Winbook