# Capacity Building Planning Worksheet (Team work)

Team name: Spoons Kitchen Exchange

Team members: Helen Zheng, Sharon Ren, Tishyaa Chaudhry

Build this worksheet in your next team meeting based on the individual work each team member completed during class. Then submit to Canvas before the deadline.

*Users*

**Who are your various types of users?**

Our different types of users include our client Marielle, their future employees, buyers and sellers on the Spoons Kitchen Exchange website.

**What does each need to learn?**

Marielle: advanced digital marketing strategies, website design for user experience and technology management skills to accommodate future growth.

Future employees: operation processes of Spoons Kitchen Exchange, including inventory management, customer service, etc.

Buyers and sellers on the website: how to efficiently use the website for buying and selling.

**What steps will you take to help them learn?**

We could conduct user research to help Marielle understand the needs and frustrations of their target customer, allowing them to make better marketing strategies. We could develop training materials such as video tutorials or written documentation for Marielle and their future employees. For buyers and sellers, we could redesign the website layout to make it more intuitive and educate potential users on the benefits of the business through digital marketing strategies.

*Development*

**Who will be the ongoing developer(s) for your solution?**

Marielle will be continuing to be in charge of the website.

**What do they need to learn?**

They will need to know about any changes we have made to the website and about any app that we integrate into the website from the Shopify marketplace.

**What steps will you take to help them learn?**

We will provide Marielle with the required documentation and screenshots of all the changes we have made in addition to showing the changes in our weekly meeting.

*Infrastructure*

**What will the owner of the solution need to provide as infrastructure?**

* **Budget?**
  + Marielle may need to provide a budget to account for further marketing and user research/analysis.
* **Hosting?**
  + Currently, Marielle hosts their website on Shopify - this has been made accessible to our team, so no further information is needed.
* **Policies (use policies, job descriptions)?**
  + Any policies that address user privacy and data, since we are working with a platform that contains customer data.
  + Any policies that are required for practicing circular economy.

**What outside support may they occasionally need?**

* **Kind of support?**
  + If there are any massive overhauls of the website required for additional features, Marielle may need to hire a contractor (this will be a 1-2 time thing depending on what Marielle would like to update).
* **Required experience of that support?**
  + Someone who has experience with Shopify or website development/design.

**What steps will you take to help them develop that infrastructure?**

* Much of this infrastructure has already been established. Thus, we will set a meeting with Marielle to discuss and outline each point to ensure that everything is met and understood.