



Bloom Consulting Project

Sprint 3

Anthony, Tasha, Zviko

Introduction: Team Roles

- Zviko Masike: Team Leader
 - Facilitates communication between the rest of the team and the client
 - In charge of website design such as mockups and design for the services page
- Anthony Devito: Group Member
 - Focuses on project documentation and web design
- Tasha Meadows: Group Member
 - Focuses on GitHub documentation and web design

What have we been up to

- Started having weekly meetings with April
 - More communication to back and forth on design changes
- Worked more on the website design
 - Iterating on current designs gaining feedback along the way
- Started working on Web Content Accessibility Guidelines (WCAG) compliance
 - Making the website more accessible for everyone

Sprint Objectives

- For Sprint 3 we focused mainly on small design choices
 - Call to action banner at the bottom of the homepage and each service page that leads to either the services page or the contact form
 - Allows for a potential client to easily find information they may be looking for and contact April to set up a consultation or to learn more
 - Added visual elements such as videos and images for a more engaging experience for users

Testimonials

- We also refined the section for testimonials and got content from our client on what to include here
- Strengthens credibility



Call to action banner and buttons

- We created call to action banners and corresponding buttons to help make navigating the website easier for potential clients

Already know which service you need?

Contact Us

This is on the services page, and it links to contact form page

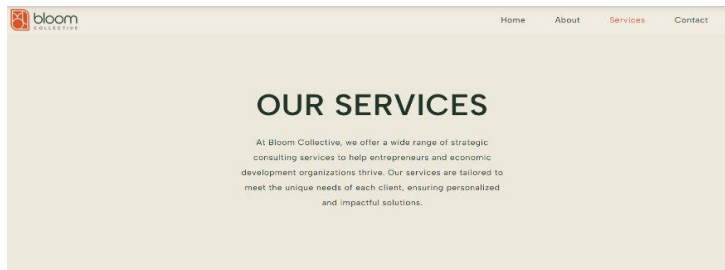
Grow your ecosystem, grow your business

Get Started

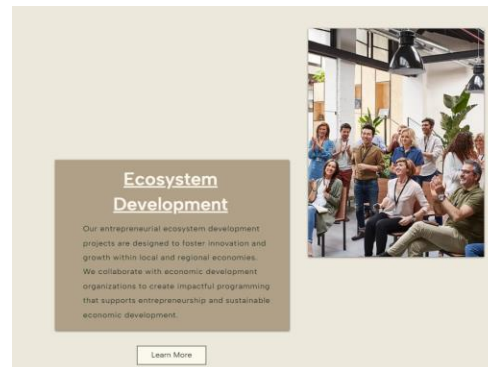
This is on the home page, and it links to services page

Updated Website Features

- Instead of just having one singular service page, our client requested that each service had their own page
 - We created one page displaying all three services, and made subpages for each service



These are the services listed on the service page, they link to their own personal page



Service pages continued

These are the individual pages for each service



Strategic Business Advising

By choosing Bloom Consulting, you're not just getting a service provider. You're gaining a partner committed to cultivating your business growth through expert insights, tailored to the unique opportunities and challenges of your business.



Ecosystem Development

At Bloom Collective, we believe that every community has the potential to thrive. Our mission is to partner with local governments, economic development organizations, and community groups to unlock that potential through tailored strategies for entrepreneur support and ecosystem building.

We understand that each community is unique, which is why our approach is always tailored to local needs and aspirations. Our team of experienced professionals brings diverse expertise in economic development, entrepreneurship, funding strategies, and community engagement to every project.

Whether it's revitalizing existing programming or developing an entrepreneurial ecosystem, we work collaboratively with local stakeholders to ensure plans are not only visionary but also actionable and sustainable.

By choosing Bloom Collective, you're not just getting a consultant – you're gaining a partner committed to the long-term success and vibrancy of your community. Let's work together to cultivate a thriving future for your community.



Women Entrepreneurs Collective

Bloom Collective is developing a dynamic ecosystem where women entrepreneurs flourish.

The Collective provides a safe, supportive environment for trust-building and peer network development, relying on active engagement and producing greater impact for members, while also allowing members to learn from one another through shared challenges, learnings, and resources. The goals of the program are to build confidence in business skills, develop a network for women entrepreneurs, and encourage more women to start and grow businesses.

The WE Collective champions the advancement of women entrepreneurs towards the achievement of their full potential by providing access to comprehensive support, essential resources, peer learning, and strategic networking opportunities, fostering a thriving community that contributes to equitable wealth development and regional economic prosperity.

We strive to be the leading force in bridging the wealth gap in eastern Washington and northern Idaho, empowering women entrepreneurs to achieve unparalleled success through knowledge, innovation, and connection, shaping a future where economic growth and prosperity are accessible to all.

Our focus is on coachable, high-achieving women founders of high-growth technology and technology-enabled small- to medium-sized companies. Our members are looking to grow their businesses with access to proper training, guidance, and funding.

Updated contact form

- We refined our previous contact form
 - We made it so each individual service had their own set of fields and questions
 - Users also have the option to not select a service, for general inquiries

Get in touch with us

Name

Email Phone

Company name

Tell us about what you are looking for

What service are you looking for?

☐ Ecosystem Development

☐ WE Collective

☐ Strategic Business Advising

What service are you looking for?

☒ Ecosystem Development

☐ WE Collective

☐ Strategic Business Advising

Position or job title

Website

Location (City, State)

What element of entrepreneurial ecosystem development is of most interest to you?
(Select all that apply)

☐ Coworking

☐ Incubator

☐ Accelerator

☐ Studio

☐ Funding Programs

☐ Technical Assistance

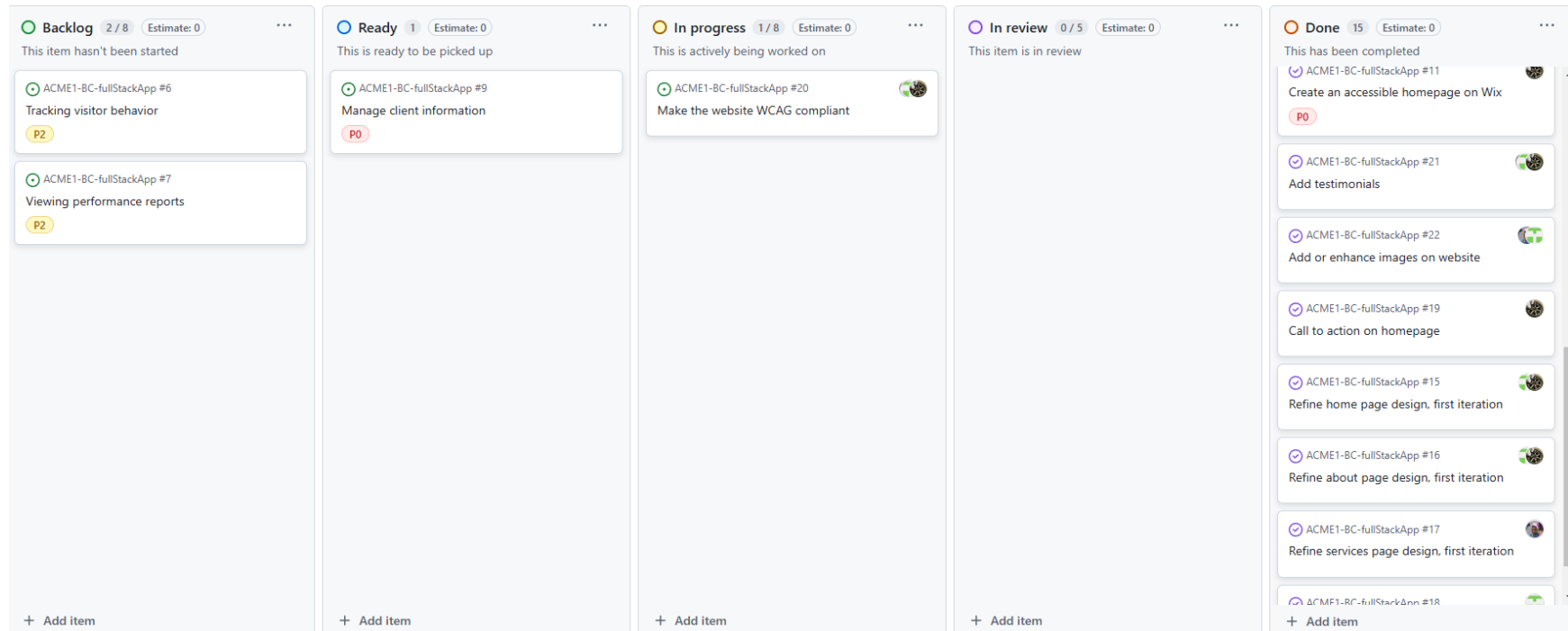
☐ Other

How did you hear about us? *

Choose one

Kanban Update and Overview

- We have been updating designs on the website and creating issues for those
 - Our completed issues include design + feature implementations along with making the website user-friendly for mobile devices
- We also plan to incorporate Google Analytics next semester, along with a database for client information



Sprint Achievements and Challenges

- Developed a website that matches expectations of our mentor
 - Through communication with April via zoom meetings and frequent emails
 - Designing in Figma
 - Developed in Wix
- Challenges were the constant refinement of the design

Next Steps and Sprint Retrospective

- Looking forward to next semester we are going to start...
 - Implementing a database for client information
 - Refining Google Analytics
 - Refining the websites WCAG compliance
- Retrospectively
 - Could've communicated better as a team, and with April
 - Coming across issues such as schedules not aligning

Conclusion

- We focused heavily on implementation this sprint.
 - Last sprint was design based.
 - Our plan moving forward is to add more features for user performance tracking and refine what we currently have
 - We want to ultimately create a user-friendly platform
- We appreciate any and all feedback!
- Thank you for working with us! :)

