|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | |  | |  | | Macintosh HD:Users:jonathannazzaro1:Downloads:bluelogo.png | |  | |
| Team Talk Shop  Defining how we inspire others |
| Jonathan Nazzaro, Jeremy Humphries, Ivette Estrada, Katie Kramer, Steven Somenek  Spring, 2015 Clark 4/30/15 |

Table of Contents

[Summary 1](#_Toc261004492)

[The Client. 1](#_Toc261004493)

[Aliquam erat volutpat. 1](#_Toc261004494)

[Morbi ultrices gravida accumsan. 1](#_Toc261004495)

[Mauris suscipit pretium aliquet. 1](#_Toc261004496)

# Team Talk Shop

## Defining how we inspire others

The Client

TalkShop was conceived at Startup Weekend in Phoenix, Arizona on November 14th, 2014. The original masterminds of the idea include Dr. Joseph Clark of Arizona State University, Shelly Love of Grand Canyon University, and Karyn Zogopoulos. The concept behind the idea was that there was a huge disconnect between getting speakers connected with teachers who wanted to show their students how to become passionate in their field. Team Talkshop wanted to fill that void by providing the website that allowed this to become a bridge to better things for not only these speakers but the students that they will be able to inspire.

The concept of Talkshop had a couple of issues. The clients had very little time or coding experience to be able to code the website. The clients also took a lasiez faire approach to the project, although it gave us a little bit more freedom it hinder us with an actual direction of the project and how the clients wanted to proceed. One of the other issues is that the website had to be built from scratch. Since Talkshop was merely an idea at that point it was hard to have a full template to start with. The final issue was that since talkshop can be a very small market, it would be tough for someone to sign up for the niche, especially teachers in the middle and high schools since they are on a short budget. Since there was a very short niche market, we have to make the website as best possible to make our market understand that this tool is extremely important for their students to go.

Our Solution

The solution that we were able to create is that we were able to build the website from scratch provided that we would have full reign over the decisions of the actual website. With our team of top website designers we were able to go from our concept to to a fully functioning website. The team wanted to build to little specifications of the clients to help recognize that the vision of the website and the concept behind it will come true. The team also wanted to come with a sleak, easy to navigate website so that there are no issues with customer computer literacy that can cause it to be seen as difficult. With the build of the website, we wanted to also get some of the faculty on board for us so that we can successfully market this idea to teachers that need a speaker to inspire others.

The Team Members

Functionality

The overall functionality that the team wanted to go with would be something that is very sleek, yet simple. From the teams perspective we still wanted to make very technical but enough where we could still handle it with easy. We had a lot planned for the actual functionality of the website. One of the first things we wanted to setup as far as functionality was the ability to create a profile. With this we split it into where you should be able to create a profile but not make it active in our database to actually be a listing. With the creation of the profile, it will allow you to login and log out without any trouble. We have also added the feature to delete the profile in our database. When your profile is active, it allows you to be seen as a person to be contacted.