

15_MAY_2025_Meeting Minutes

Project: SoSo Studio Hobby – Website Development

Date: May 15, 2025

Time: 1:30pm-2:30pm

Location: TAFE Library 30 Aberdeen St. Northbridge

Attendees: Edmand Cheung, Jessica Putri, Takahiro Kusaya, Ben Sefton

Client: Daniel Powell

Purpose of Meeting:

- a. To gather detailed feedback from the client on the initial website direction for So So Studio.
- b. To clarify design and content preferences.
- c. To confirm functionality requirements for key sections such as the homepage, commissions form, collections gallery and workshop bookings.

Key Discussion Points

- a. Carousel Section on Homepage
 - Client prefers a 3-slide carousel.
 - "Create your COZY corner" is good as the first slide.
 - The second and third slides should have call to action buttons, including commissions and workshops.
- b. Brand Story and About Page
 - Combine our current prototypes designed by Jessica and Takahiro into a cohesive brand narrative.
 - It is important to keep the "handcrafted rugs" from Jessica's design on the landing page for clarity of the website.
 - The client's business is not too eco-friendly, therefore, to avoid being misleading we will change it to something more fitting, for example "Locally made in Australia" or "100% Australian Made".
 - We will also add a 60-second introduction video in the About Us section.
- c. Collections and Shop Section
 - We will remove the cart, including all buttons related to the cart.
 - The client will display the prices underneath each rug listing, in which each rug listing will show the rug name and the price underneath.
 - In Jessica's collection section, we will update it to be clickable into a separate page where it will tell the rug's story.

- The client only wants a gallery of previous rugs, meaning there will be no cart or checkout required.
- d. Custom Rugs and Commission Page
 - The "Design Your Own Rug" section is pending final confirmation from the client.
 - For the form, the client has requested the following features:
 - Rug Size (Tiny, So So, Big), in which the wording still needs to be finalized.
 - Reference Photos will allow multiple uploads.
 - Text Fields such as "describe your idea" with more space and text boxes.
 - "Where will the rug be used" is an important piece of information, as the customers may not understand the need of this, we will mandate it and explain why we need this information somewhere on the commission page.
 - A "keep me updated" checkbox at the bottom.
 - The commissions page is the page most in need of a FAQ page. We will include a FAQ link at the bottom of the commissions page, which will link towards our dedicated FAQ page.
- e. Rug Care
 - Currently, there are multiple options. It can either be included in the FAQ, or the potential to place underneath the "Custom/Commissions" section.
 - There is also a consideration to replace the "Shop" page with the Rug Care page.
- f. Workshops Page
 - Include a link to the workshop page from the homepage carousel.
 - On the workshop page, the client wants a call-to-action button named "Book Now", which will link to the ClassBento website where the client will continue the booking process with customers.
 - The client would like to combine the messaging from Takahiro's "workshops that connect people" section and Jessica's "design your own rug" section.
- g. Additional Notes
 - The blog section will be put on hold for now, the client will revisit this later.
 - The tone and presentation must emphasize locally made and handcrafted over eco-friendly.
 - We will attempt to integrate "SoSo Studio is a couple-owned rug studio" in our branding language.
 - The client wants a "how it works" section on certain pages. There will be a 3-step description, or even a 3-step visual layout to guide the user.

Next Steps and Action Items

- The team will continue working on their own website prototype and ideas based on the client's feedback.

- We will hopefully be able to propose 4 website prototypes to the client for review in our next meeting.