

# 17\_MAR\_2025\_Meeting Minutes

**Project:** SoSo Studio Hobby – Website Development

**Date:** March 17, 2025

**Time:** 1:00pm-1:30pm

**Location:** TAFE Library 30 Aberdeen St. Northbridge

**Attendees:** Edmand, Jessica, Takahiro

**Client:** Daniel

## **Purpose of Meeting:**

- a. To confirm ideas for the website and proposed solutions.
- b. To gather insights from Daniel on design inspirations from other websites.
- c. To identify key issues and areas that need further research or development.

## **Key Preferences and Inspirations**

- a. ClassBento Inspiration
  - Daniel shared that he has attended a ClassBento rug tufting workshop and appreciates specific design aspects.
  - Color scheme: Purple and Green (like the SoSo Studio logo).
  - Testimonials section which will add credibility.
  - "What You Will Do" section – should have a welcoming design that makes users feel comfortable and supported.
  - Reference: <https://classbento.com.au/rug-tufting-workshop-perth-1>
- b. Etsy Inspiration
  - Circular product images that zoom in and out on hover.
  - The structured way products and categories are displayed.
  - The overall aesthetic and vibes of Etsy's design.
- c. Other Preferences
  - Video on the website (similar to Fiverr's homepage).
  - Curved edges, circles and close-up details for a more polished and engaging design.
  - Gift cards as a good addition.
  - Gallery section to showcase work.

## **Business Information**

- a. Small workspace/workshop setup (limited physical space).
- b. Hosts workshops once a month, the first Sunday of every month.

### Features and Ideas Discussed

- a. Website Features and Enhancements
  - Homepage video introduction (Fiverr-style).
  - Virtual access to classes, yards and workplaces.
  - DIY rug kits for people to try at home.
  - Feature of the month rug section. For example, Christmas, Valentines and Halloween.
  - Behind-the-scenes video content (as a possible future addition).
  - Gallery for client work.
- b. Commission Requests and Custom Work
  - Likes the idea of allowing customers to request custom rugs.
  - Reference site: <https://www.customink.com/ndx/#/welcomeBack>
- c. Events and Workshop Management
  - Prefers a dedicated section for workshops.
  - Wants a clear FAQ section for both workshops and commissions.
- d. Customer Engagement and Support
  - Testimonials to boost credibility.
  - Rug care and maintenance guide, as an educational section.
  - All forms of contact (email, phone, social media) in one place.
- e. AI Chatbox
  - Not interested right now but open to it in the future.

### Main Issues and Potential Solutions

Issue	Proposed Solutions
Virtual Access to Workshops	Offer video previews and behind-the-scenes content.
Gift Cards	Implement a digital gift card system on the site.
Behind-the-Scenes Content	Dedicated video content section.
Commission Requests	Create a custom rug submission system where customers can submit ideas or inspiration for custom commissions.
Client Gallery	Showcase past client work and testimonials.
Interactive Board for Users	A comment/review section for user engagement.

Testimonials Section	Highlight customer experiences and reviews.
FAQ for Workshops/Commissions	Separate FAQ sections for clarity
Events/Workshop Management	Dedicated booking page with dates and pricing.
Homepage Video Introduction	Short welcoming video about the workshop.
Rug Guide	Create a section with care and maintenance tips.
Feature of the Month Rug	Highlight a unique rug each month for promotion.
Contact Options	Centralized contact page with all details.
Etsy-style Image Elements	Implement circle/zoom-in images for product display.
"What You'll Do" section design	Ensure a welcoming, supportive tone.

## Next Steps and Action Items

- a. Research Fiverr's Video Integration
  - Look into how Fiverr incorporates videos on their homepage. How do they use the video to engage visitors and create a welcoming atmosphere.
- b. Develop Commission Request Functionality
  - Design a custom rug submission system where users can easily submit inspiration, images and requests for custom commissions.
  - Investigate how Custom Ink's model can be adapted for rug commissions.
- c. Design FAQ Sections
  - Structured separate section specifically for workshops and commissions.
- d. Create a Rug Care and Maintenance Guide
  - Structured rug care and maintenance guide in the website's educational section.
- e. Develop "Feature of the Month" Section
  - Plan out how to rotate and showcase a featured rug each month. This featured rug will then go into the gallery section after the month is over, perhaps in a special category.
- f. Create the Gallery Section
  - Build and organize a client gallery showcasing completed custom rugs.
- g. Implement Interactive Features
  - Develop an interactive comment or review section for customer engagement.
- h. Design and Implement Digital Gift Cards
  - Look for suitable plugins or methods to integrate digital gift card purchasing on the website.

- i. Curved-Edge Design Implementation
  - Look into design libraries and resources to integrate curved edges and circular elements throughout the website to match Daniel's aesthetic preferences.
- j. Website Design
  - Maintain a welcoming and supportive tone during the design process.
- k. AI Chatbox
  - While the AI chatbox is not prioritized for now, we could research some potential platforms that can be integrated in the future, ensuring scalability of the website.

**Final notes**

- The biggest issue right now is Commission Requests – we need to focus on refining this.
- The "What You'll Do" section will be handled during the design phase rather than in research.

Next client meeting scheduled for: March 20, 2025.