**Meeting Notes February 19th**

**Attendance:**

Zach, Kelly, Manny, James and Chris

**Primary Stakeholders:**

Zach and Kelly

**CoralFire Roles:**

Chris Beesley - Design and Front end development

James Ring-Howell - Technical Advisor and Back end development

**Target Launch Date:**

Month of May, with some flexibility

**Initial High Level Goals for Site Redesign:**

Create an experience for customers so that they can feel what it's like to be underneath the tents and fall in love with the product.

Provide calls to action so that users are prompted to provide some information to receive a PDF brochure

Create a gallery of beautiful product shots.

Design the site to feel accessible, easy and elegant to use, with tasteful animation and transitions.

**Who uses the site:**

Mostly women from 24-60. Brides and mothers of the bride. The site is used primarily by customers and not planners.

**Site features:**

Build a customer log for them to track their invoices, view diagrams, sign contracts online and make payments, include ACH payments not just credit card. Provide a dashboard for event planners to enable them to view all their clients' projects, while keeping the experience for the individual customer clear and to the point.

Consider leveraging custom login feature as a marketing opportunity to go out to event planners.

**What do users do at the site:**

Most users go straight to the gallery. They look at tent sizes and sample layouts. Eventually they may move on to testimonials, but most go to social media.

The move to social media may be the result that the current site is out of date and difficult to update so most current content is on Facebook, Twitter, Instagram and the Wordpress blog.

Most users do not use the tent build tool. Often users will start with the tool and then get frustrated and make a phone call. Additionally The Greenwich Tent Company competitors send clients to the site to use the build tool.

Given this reality it was suggested that we consider enabling the build tool only after a potential customer provides some information, thus making it a lead generating activity.

The gallery is a crucial piece of the site. We suggested using a pinterest-like masonry layout, with filtering and searching capabilities to enable users to skim through the gallery and filter by the type of images they want to see.

It was also suggested that we investigate ways of creating a 360 view of a tent for the gallery, to give potential customers a real feel for the tent.

Instagram will also be integrated into the site, keeping the content up-to-date.

Rather than having a testimonials section we will create stories section. The Greenwich Tent Company will provide content for longer-form articles that showcase a couple, and provide short story about the wedding day. This will help potential customers to feel confident in The Greenwich Tent Company as well as enable them to imagine themselves in the situation.

During the conversation about stories section, the commercial side of the business was brought up. The stories section should also contain pages about commercial products. To enable users to quickly find what they are looking for the stories section will be filterable.

It was suggested that since the commercial business is marketing to different customers it might be worthwhile to consider adding a subdomain like commercial.greenwichtent.com and have a separate look and feel. At this time The Greenwich Tent Company doesn't have enough content to have an entire separate section, but this may occur down the road.

**What do you need to do with the site:**

Easily make updates to the blog and add photos to galleries.

During the conversation about the blog, it was suggested that it may be worthwhile to separate out the blogs into two blogs. Finished beautiful wedding stories and Progress blog that showcases The Greenwich Tent Company's technical capabilities.

**Final questions:**

It was asked whether The Greenwich Tent Company website would be built in a responsive manner. All sites that CoralFire delivers are built optimized for mobile devices.

**Post Meeting:**

In conversation post meeting James and I discussed the possibility of having a third segment to the blog for commercial purposed.

Also, regarding the log in functionality: Consider enabling users who have logged in to save photos from the gallery to their account for inspiration.