IS602 Group 3: Minutes of meetings-3

Location: USU

Time: Mar. 5th, 4p.m.

Participants: Minyu, Isha, Anu, Shivani

Absent: N/A

1. Call meeting to order
2. Approve minutes from the previous meeting dated Feb 18, 2020
3. Approve agenda
   1. Decided topic for building a business model: Interior Design
   2. Brainstorming on the company/website name and mission/vision
      1. Company/website name: Fossa, Decorator Hub, Habitat, Hygge (means cozy and comfortable), Amaze my Space,
      2. Vision:
      * help people to have a dream self-space
      * Provide an aid for people to make their house a home
      * Use Information Technology to create a simple, one stop solution for all interior designing needs of the target customer
      * Whatever you dream, we build.
      * To serve dream spaces in shape of reality.
      1. Mission:
         1. Easier to connect to a designer
         2. Customers can choose the designer/design they like
         3. Make interior design cost-friendly
         4. Provide innovative decor ideas with just one single click
         5. Help in every single stage of making their home a best place to live in
         6. Providing premium design and quality products
         7. Consistently providing excellent customer service experience.
   3. Brainstorming on the business functions
      1. Connect customers and designers online
      2. Online virtual design (maybe we can try to bring in the virtual reality technology for design and display)
      3. May use Artificial Intelligence (AI) to predict latest trends in Interior Designs.
      4. Display registered designers’ sample designs
      5. Different types of design (room/full house/lofter/business...)
      6. Help with choosing right look for an empty house or provide insights with makeover.
      7. Customer customization before and after professional input.
   4. Brainstorming on the website features
      1. Company logo
      2. Show registered designers and sample works
      3. Show customer reviews on the sample works
      4. Register/login
      5. Upload the room/space/place that needs interior design
      6. Customers and designers connected to each other
      7. Show samples after matches found
      8. Show current trends, future trends, suggestions and provide advice
      9. Enable user feedback
      10. Try to create a very simple, easy-to-use User Interface (UI)
      11. Portfolios.
      12. Services provided by the company.
      13. Testimonials
   5. Plan on each group member take an initial research on the business environment for one aspect
      1. Business model-Isha
      2. Competitive environment and your advantages-Anu
      3. Market segmentation analysis - Shivani
      4. (Digital) Marketing strategies (5 Ps)--Minyu
4. Meeting adjourned