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## Meeting assets for Capstone project discussion - Lidija Balija are ready!

1 message

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## Meeting assets for Capstone project discussion - Lidija Balija are ready!

### Meeting summary

#### Key takeaways

- Lidija is developing a consultancy business focused on Google Drive governance as her Capstone project
- Kate agreed to supervise the project but recommended Lidija also consult with Joe due to his technology expertise
- The project structure was revised to focus on three main work packages: business case and market research, service package design, and product testing through interviews
- The Capstone report will document the rigorous process and methodology, while customer-facing materials will be included as appendices
- Lidija will reflect on the meeting discussion and revise her project plan before proceeding

#### Discussed topics

##### Project Background and Motivation

Lidija explained her motivation for starting a consultancy business focused on Google Drive governance, stemming from her experience across multiple roles and organizations.

- **Details**
  - Lidija: Has been studying part-time for 6 years while working full-time, completing undergraduate degree, professional diploma, and now pursuing master's degree
  - Lidija: Worked at UCD for almost 7 years in various positions including HR, school office, UCD Global, and as program manager for MDP program at Smurfit
  - Lidija: Recently joined Red Hat, a software development company acquired by IBM, working as program manager
  - Lidija: Left UCD due to mandatory 3-day office policy, which required 2.5-hour commute from Gorey, County Wexford
  - Lidija: At Red Hat, was tasked with redesigning governance around Google Drive usage, which inspired the consultancy idea
  - Lidija: Observed that every organization she worked for had chaotic Google Drive systems with improper file naming, access control issues, and lack of governance
- **Conclusion**
  - The consultancy would focus on helping organizations establish proper Google Drive governance within 2-3 weeks
  - This would be a side business rather than primary income source, treating it as a hobby without strict revenue targets

##### Supervisor Selection and Expertise

Kate discussed the appropriateness of supervision and recommended Lidija consider Joe as an alternative or additional supervisor.

- **Details**

- Kate: Willing to supervise the project and can help with consultancy aspects and business setup from her pre-academic experience
- Kate: Recommended Joe as potentially better suited due to his technology expertise and leadership role on UCD-wide AI committee
- Kate: Acknowledged her limitations in the technology domain
- Lidija: Initially chose Kate due to her governance expertise, which aligns with the horizontal governance focus of the project
- Kate: Suggested Lidija could have one primary supervisor and consult with the other on specific aspects

- **Conclusion**

- Lidija will have a conversation with Joe to determine the best supervision arrangement
- Kate remains willing to supervise with focus on governance and consultancy aspects
- Joe could provide valuable input on technology and customer-facing materials even if not primary supervisor

## **Project Structure and Work Packages**

Kate provided detailed feedback on Lidija's proposed work package structure and recommended significant revisions.

- **Details**

- Lidija: Initially proposed a hybrid between business plan and scoping document, not wanting strict revenue targets
- Lidija: Original structure included four work packages: business case and market research, service package design, commercial and legal infrastructure, and sales and marketing materials
- Kate: Suggested work package 3 should be redesigned as empirical research with interviews and product testing
- Kate: Recommended using interviews as opportunity to network with potential clients and test the service package
- Kate: Advised that commercial and legal infrastructure elements could be incorporated into other sections or as sub-chapters
- Kate: Suggested work package 4 could be kept as bonus if time permits, but main focus should be on first three packages
- Kate: Emphasized the value of getting in front of potential customers through the research process

- **Conclusion**

- Revised structure focuses on three main work packages: business case and market research, service package design, and product testing through interviews
- Work package 3 will serve dual purpose of refining the service package and building client relationships
- Work package 4 becomes optional depending on timeline

## **Academic Requirements and Capstone Report Structure**

Kate clarified the distinction between the consultancy deliverables and the academic Capstone report requirements.

- **Details**

- Lidija: Asked about academic writing requirements, literature review, and references for the Capstone
- Kate: Explained there are two parallel outputs: customer-facing business materials and the academic Capstone report
- Kate: Capstone report must include introduction, literature review, methodology, market research findings, and service package design chapter
- Kate: Service package design chapter should have three parts: desk-based research, empirical research from interviews, and synthesis of both analyses
- Kate: Customer-facing materials like business case and service package should be included as appendices
- Kate: The Capstone report documents the rigorous process and logic used to create the expert-level deliverables
- Kate: Professional design of customer-facing materials in appendices will enhance the grade
- Kate: The byproducts of the process include the service package, networking opportunities, and market research insights

- **Conclusion**

- Capstone report focuses on demonstrating rigorous methodology and logical process
- Literature review is required to show how conclusions were reached
- Customer-facing materials are appendices that benefit Lidija's business while enhancing academic assessment
- The report structure will be provided after Lidija submits her reflections on the meeting

## Interview Methodology and Product Testing

Kate elaborated on how the empirical research component should be structured to maximize value.

- **Details**
  - Kate: Suggested multiple interview formats including one-to-one interviews, round tables, or Delphi study
  - Kate: Recommended leveraging UCD master's student status to gain access to potential clients
  - Kate: Emphasized using interviews to reposition Lidija's expertise within existing networks
  - Kate: Suggested framing interviews as product testing for the service package developed in earlier work packages
  - Kate: Noted this approach serves dual purpose of refining the service package and building business relationships
- **Conclusion**
  - Empirical research will be structured as product testing with potential clients
  - Multiple interview formats are available depending on research goals
  - The research process itself becomes a marketing and networking opportunity

## Action items

- **Lidija**
  - Schedule and conduct conversation with Joe to discuss potential supervision arrangement
  - Reflect on the meeting discussion and revise project structure based on Kate's feedback
  - Submit reflections and revised project plan to Kate for next steps
  - Develop integrated project timeline combining Capstone requirements with business deliverables
- **Kate**
  - Provide guidance on Capstone report structure after receiving Lidija's reflections
  - Support integration of project timeline with academic requirements

AI can make mistakes. Review for accuracy.

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Thank you,

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