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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.

Please rate the accuracy of this summary.



Edit summary

Thank you,

Zoom Support Team

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