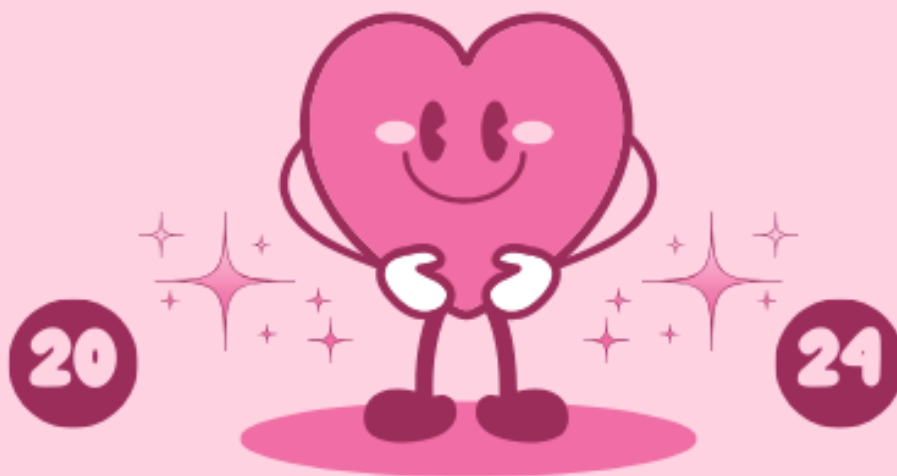


CHANGEMAKER PROGRAM



Project Management Portfolio

PRESENTED TO

MARCO HON

PRESENTED BY

PHUONG LINH TANG

EMMA BALMFORTH

LUCA AGNOS

MAHFUZ AHAMMED

What he sent us in the prompt:

I run a cafe called UDLE Burger and Boba Tea which sells burgers and Boba tea on Swinburne University campus.

However, on the side I conduct a program called Changemaker which exists to help students work out what they want in life and then go about realising it. I run changemaker solely to help students and I provide my time and whatever resources I can utilize freely to help students involved in changemaker.

The Changemaker program has been in operation for some time and helped many students already. I would like to take this program further and I would appreciate a team of students researching and providing ideas on how to expand and possibly fund it. Currently there are 1-4 employees working for The Change maker program.

Meeting notes:

- UDLE Changemaker program
- UDLE(University deliver love for everyone) is the restaurant name not the program

About him and changemaker

- He is the sole employee
- Firstly asks their dream and passion
- He has a passion for photography so takes a polaroid of each person he talks to and writes down name/dream and how long they think the dream will take.
- So what he does is this: They usually come up to him at the counter at UDLE and talk about dreams and how they can make it happen/kickstart it
- Seems like an extremely casual process (not professional or structured)
Says he is the middle man and links people together with similar interests or tells them about a club night he runs
- More than 1000 members since he started changemaker in March 2023
- Has loyal customers to his restaurant
- He has true passion for helping youth

- He has different clubs for different hobbies such as a movie night which is shown on a poster in his restaurant

The restaurant is very overwhelming with games and kitchen and isn't clear he runs the changemaker program since it is too casual and reliant on word of mouth

Future goals

- Expand to other universities and eventually Australia with a team
- He prefers face to face but any form of communication is ok such as online
- Would be interested in partnerships

Obstacles

- No funding which makes it hard to expand
- Amount of holidays meaning not many come to talk
- As well as online classes
- Melbourne uni has funding for the change maker idea but usually don't use (not sure why)
- Has contacted Swinburne for advertising but they don't reply?

Feedback/ marketing of Changemaker

- Has Google reviews
- Social media Instagram udleorg
- He uses Instagram and his personal phone number to message people and help them
- Needs a more professional structure instead of just over counter or text through phone
- Said he has done some advertising media
- Relies on word of mouth but we have never heard about it so how good is this method
- Has a newsletter but it's only sent to members (couldn't tell us the amount of members)

Brief plan worked out with him

First thing is **MARKETING**

need UDLE?)

Third grow in Swinburne Grow to other unis/online

Second is the amount of holidays and what happens when people are on holiday/ also want to appeal to staff??? (do the

deas/notes

- Could do stall during open week or club week
- Make a booking form for students to book times as he is very busy and they can go into his Calander automatically
- Needs better marketing and structure
- Is it UDLE or changemaker or udle changemaker?? Too many different names and mix ups no clear business name
- Posters need fixing and placement around university
- For extra employees as he doesn't have any funds we would rely on previous people he helped and could reach out to them asking if they would like to volunteer to help others like he helped them as any amount of help would be appreciated
- Hard to get proper information in regards to changemaker as a lot of the information was regarding his cafe/restaurant UDLE which isn't our project

Brief plan worked out with him

First issue is marketing

Second is the amount of holidays and what happens when people are on holiday/ also want to appeal to staff??? (do the need UDLE as seems more appealing to students but we wants to change the target audience to both but for his restaurant which doesn't concern Changemaker)

Third grow in Swinburne Grow to other unis/online

Meeting Notes

15/08

Topic: Refining Project Language, Customer Journey Mapping, and Structuring Changemaker's Engagement Strategy

Time: 68 minutes

Repositioning the Project's Language:

Kelly suggested restructuring the way the project is key to focusing on how the Changemaker project will support the program's objectives. The language should emphasize a transition from informal operations to a more structured approach that better captures the customer data.

Defining Project Goals:

The project should aim to achieve specific objectives that align with the overall vision of the Changemaker program. The team needs to put together how their backgrounds will support the program's goals.

Focus on Customer Data and User Journey

Understanding Customer Data Flows:

The team should analyse and document how customer data is currently captured and used. Kelly recommended formalizing these processes to create a clearer picture of how data can inform program improvements.

Mapping the Customer Journey:

A key output should be a customer journey map, showing where data is captured, how it triggers specific actions, and identifying areas for improvement. The map will help transition the program by visualizing the customer's experiences.

Tools and Platforms:

The team should evaluate what platforms or tools would best support Changemaker's needs, focusing on how to formalize data.

Moving from Informal to Structured Operations

Structured Approach:

The project's goal is to help Changemaker move from a less formal setup to a data-driven approach. This involves defining clear processes and using technology to improve operations, engagement, and data management.

Aligning with Existing Technology:

The team was reminded to assess the client's current use of technology (Instagram) and data management tools, and to propose enhancements that fit into the existing setup.

Next Steps and Deliverables:

Refine Project Language and Focus

Develop a Customer Journey Map

Evaluate Tools and Platforms

Collaborate on a Formal Strategy

22/08

Topic: Reviewing Project Plan, Finalizing Deliverables, and Client Engagement Strategy

Time: 58 minutes

Project Proposal Update:

Kelly mentioned the need to make sure that the project proposal aligns with the client's expectations and the initial project description. The team must review the current proposal and verify that it matches what was outlined.

Objective Agreement:

The project objectives must be agreed upon by all team members before the proposal is finalized. Once the objectives are set, each team member should use these as a foundation to define assumptions and deliverables for their respective sections.

Collaborative Drafting:

Kelly advised the team to continue drafting in a shared document to maintain flow and consistency.

Scheduling Next Client Meeting:

Kelly suggested arranging a new client meeting to review the finalized project proposal.

Client Communication Strategy

The team were encouraged to persist in communicating with the client to ensure regular updates and alignment.

Location and Setting:

Kelly noted that it's not feasible to meet in the client's store. The team should arrange a neutral meeting location that allows for less distractions.

Finalizing the Project Plan:

Kelly stressed the importance of maintaining alignment among team members. Each section of the project plan must reflect the shared objectives and agreed deliverables.

Next Steps:

Finalize the objectives and deliverables, consolidate the project plan, and communicate it back to the client.

19/09

Topic: Coordination between Teams, Marketing Strategies, and Website Optimization for Changemaker Program

Time: 70 minutes

Project Scope and Coordination

Defining Project Boundaries

There was confusion around the scope of the Changemaker project and UDLE Burger and Boba Tea. We discussed the importance of separating Changemaker's identity to create a clearer, more focused program strategy.

Two Project Teams:

Two teams are involved, with different focuses: one on the awareness campaign and the other potentially on setting up new accounts and laying the groundwork for future phases.

Holiday Period Gaps:

Long holiday periods (e.g., Christmas) cause a dip in program activity, making it difficult to maintain continuity.

Marketing and Engagement Strategy

Current Challenges:

Changemaker has strong word-of-mouth presence but lacks professional marketing. We discussed the need to prioritize digital marketing.

SEO and Digital Presence:

Issues with discoverability on Google Maps and SEO rankings. Plan to optimize Google listings and streamline online visibility.

Data Gathering and Analysis

Use existing data to understand engagement patterns. Plan to implement Google Analytics G4 for tracking user engagement. An Instagram analysis showed recommendations for better utilization of social media.

Clarifying Program Identity:

Changemaker has a dual identity as both a business and a community-focused initiative. Defining its positioning clearly.

Community vs. Business Approach:

Discussing whether Changemaker should remain primarily community-driven or take a more structured business approach.

26/09

Topic: Project Management, Data Gathering, Usability Testing, and Engagement Strategies for Changemaker Program

Time: 68 minutes

Presentation and Updates:

The team was instructed to update slides for the final presentation. Kelly emphasized the importance of coordinating work for the final presentation and ensuring that everyone can see what each member is contributing.

Final Solution Scope:

Clarification provided on the nature of the final deliverable. Kelly highlighted the need to focus on planning an implementation strategy for digital marketing rather than executing the entire campaign.

Data Gathering and Usability Testing:

Members expected to gather live data through tools like MailChimp. The client may not wait for the final project outcome to start campaigns, so there is a need to move quickly and efficiently validate ideas.

Usability Testing Focus:

Not limited to testing with the client but involves actual testing of collected data to develop insights. The importance of understanding personas and testing their responses to various engagement strategies.

Strategic Planning for Changemaker:

The current phase is focused on identifying and engaging the existing base of participants. Future project phases should build on this foundation with new strategies and program expansions.

Persona Development:

The team should conduct research to define who the current users are, what their motivations are, and how Changemaker can better attract participants.

Lived Experience and User-Centric Design:

Kelly emphasized using "lived experiences" of current students to understand engagement. Recommendations should be grounded in what makes people attend or stay away from campus events.

03/10

Topic: Reviewing project progress and refining survey design for data collection

Time: 58 minutes

Positive Feedback and Acknowledgment

Kelly begins by commending the team for their progress, noting that the project looks more organized and structured cohesive plan. This is a significant morale boost and shows that the team is on the right track. She also states that "This looks like a project now, right? This looks like a project team. You know what you're doing, you've got your paperwork sorted, so it's excellent."

2. Clarification on Requirements and Outcomes

Luca provides a brief on the problem statement, gnat chart, and outlines key issues from the last interaction. He discusses aligning the project deliverables with the client's expectations, reflecting on clarifying objectives before

execution. He suggests breaking down the project into problem statements, ideal outcomes, and potential approaches, which aligns with a solution-oriented mindset.

"I've just kind of outlined the main issues from last time we were there and then I have proposed just the ideal outcome."

3. Detailed Feedback on Survey Design

Phuong Linh Tang seeks advice on survey design, particularly around separating the themes between key benefits and member feedback. **Kelly** offers constructive feedback, suggesting the use of drop-down menus to capture responses more systematically. The suggestion to use structured options implies that the team should consider user experience when designing surveys. "What did your Members give? Any feedback? They're two different questions...what would be their likely answers that they can select from a drop-down menu?"

4. Ensuring Completeness and Validity of Data Collection

Kelly emphasizes the need for testing and cross verifying each other's work, which is crucial for maintaining data integrity. "I'd like you to do is test each other's surveys and see that it's working."

5. Persona Implementation

Emma made contributions, especially when personas was addressed. **Kelly** specifically mentioned Emma when referring to personas "Now, Emma, probably thinking with your mind's all of you. Look at it again. Now. Based on what we've talked about with the personas and everything else..." This indicates that Emma had been involved in development of creating personas and how it can be used when shaping survey questions were structured around these personas. During the review of survey questions, **Mahfuz's** participation in the conversation around personas was addressed when Kelly addressed the group: "Based on what we've talked about with the personas and everything else..." His involvement in these strategic discussions is clear. He played a supporting role in ensuring that the survey questions would reflect insights gathered from the persona-based approach.

Key Takeaways:

1. **Positive Acknowledgment:** The meeting began with positive reinforcement, setting a constructive tone.
2. **Clarity on Project Requirements:** Luca effectively outlined the problem and objectives, indicating good project planning.
3. **Detailed Feedback on Survey Design:** Kelly provided practical feedback, suggesting improvements in survey structuring.
4. **Testing and Quality Assurance:** Emphasis on testing each other's work suggests a strong focus on maintaining data integrity.
5. **Collaborative Environment:** Open communication was evident, with team members actively seeking and incorporating feedback.
6. **Actionable Next Steps:** Kelly provided clear next steps, ensuring that the team had a defined path forward.

Topic: Presentation Preparation, Feedback, and Strategy Refinement

Time: 52 minutes

Presentation Preparation and Feedback

Mock Presentation Setup:

Kelly suggested scheduling a mock presentation for next week before presenting to Marco. The team will present to Kelly for feedback, focusing on improving presentation skills and peer assessment methods.

Reference materials will be shared to help, especially since many did not attend the classes.

Peer Assessment Preparation:

The presentation exercise will include a peer assessment component. Kelly emphasized the importance of this for improving team dynamics and individual presentation skills.

Comfort in Receiving Feedback:

Kelly suggested that receiving feedback is often uncomfortable but valuable for personal and professional growth. She noted that public speaking is particularly challenging for all kinds of individuals.

Strategy and Key Messages

Value Proposition of Physical Location:

Kelly emphasized the importance of the physical location for Changemaker activities. The "buying coffee" concept is less about the coffee and more about the value of engaging in on-site activities.

She advised using quotes from student clubs to illustrate the value proposition that Changemaker offers, blending its social and physical elements.

Financial Viability and Social Value:

As the project evolved, the financial viability of the core business emerged as a crucial factor. Kelly suggested stressing that the value lies in the combination of social and business elements, which should be mentioned in the presentation and reports.

This includes discussing the role of training programs (e.g., barista training) for international students as part of the social enterprise model.

Persona Development:

Kelly appreciated the team's work on developing personas, noting that they help present a comprehensive view of student engagement across different stages (e.g., first-year, mid-level).

Survey Design and Report Structuring

Survey Design Feedback:

Kelly provided detailed feedback on structuring survey questions, recommending the use of drop-down menus for systematic data collection.

Emphasis was placed on testing each other's surveys to ensure clarity and accuracy.

Report Finalization:

Phuong Linh Tang was identified as the lead for the final report edit. Kelly stressed the importance of aligning the report with key themes and maintaining consistency throughout.

The report should emphasize recurring themes and evidence, tying them back to the bigger picture and the blended value proposition of Changemaker.

24/10

Topic: Presentation Practice, Finalizing Recommendations, and Survey Strategy

Time: 72 minutes

1. Presentation Practice and Feedback:

2. Kelly showed us the importance of practicing presentations, recommending a Zoom session to simulate the actual presentation environment. She suggested focusing on visuals without over-relying on text, using simple backgrounds to avoid potential issues with mirrored text displays during the presentation.

3. Feedback Process:

Kelly offered to observe the team's presentation practice off-camera, providing real-time feedback to help refine their timing and content delivery. She highlighted the need for clear transitions between different segments of the presentation and the importance of focusing on key findings.

4. Clarifying Recommendations:

Kelly noted that the team should clearly differentiate between their findings, recommendations, and next steps. She suggested framing the recommendations as actionable implementation plans, such as conducting surveys and engaging with students through social media posts linked to the survey.

5. Survey Strategy and Engagement:

The discussion included strategies for data collection, emphasizing the use of Google Forms for simplicity and the potential for leveraging Instagram polls for quick feedback. Kelly recommended focusing on the messaging of social media posts to align with the survey, encouraging clear, concise communications to engage the target audience.

6. Project Challenges and Solutions:

Kelly acknowledged that some tasks, like engaging volunteers for survey distribution, might face challenges due to limited resources. She emphasized the importance of having a clear understanding of who is involved and the value they bring to the program, using feedback from student groups to inform the strategy.

7. Next Steps and Deliverables:

- a. Refine the presentation based on feedback.
- b. Develop social media content for survey promotion.
- c. Finalize the survey design and ensure alignment with project goals.
- d. Update the report draft to include these elements and share it with Kelly for further review.

8. Encouraging Reflection:

Kelly advised the team to document their experiences, emphasizing the importance of reflecting on both successes and challenges encountered during the presentation preparation. She mentioned that this practice helps ensure the team learns from the process and improves the final submission.

9. Closing Remarks:

Kelly offered to review the updated report draft during her upcoming train journey, highlighting her commitment to providing detailed feedback. The session ended with the team expressing gratitude for the insights and planning next steps.



Linked plan

< > September 2024

Hide future recurring tasks ☒ Week Month

Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
26		27		28		29		30		31		1	
2		3		4		5		6		7		8	
9		10		11		12		13		14		15	
16		17		18		19		20		21		22	
23		24		25		26		27		28		29	
30		1		2		3		4		5		6	

meeting with mahfuz for da...

data use statement

Filter data from Marco

3 personal ind international...

+7 more

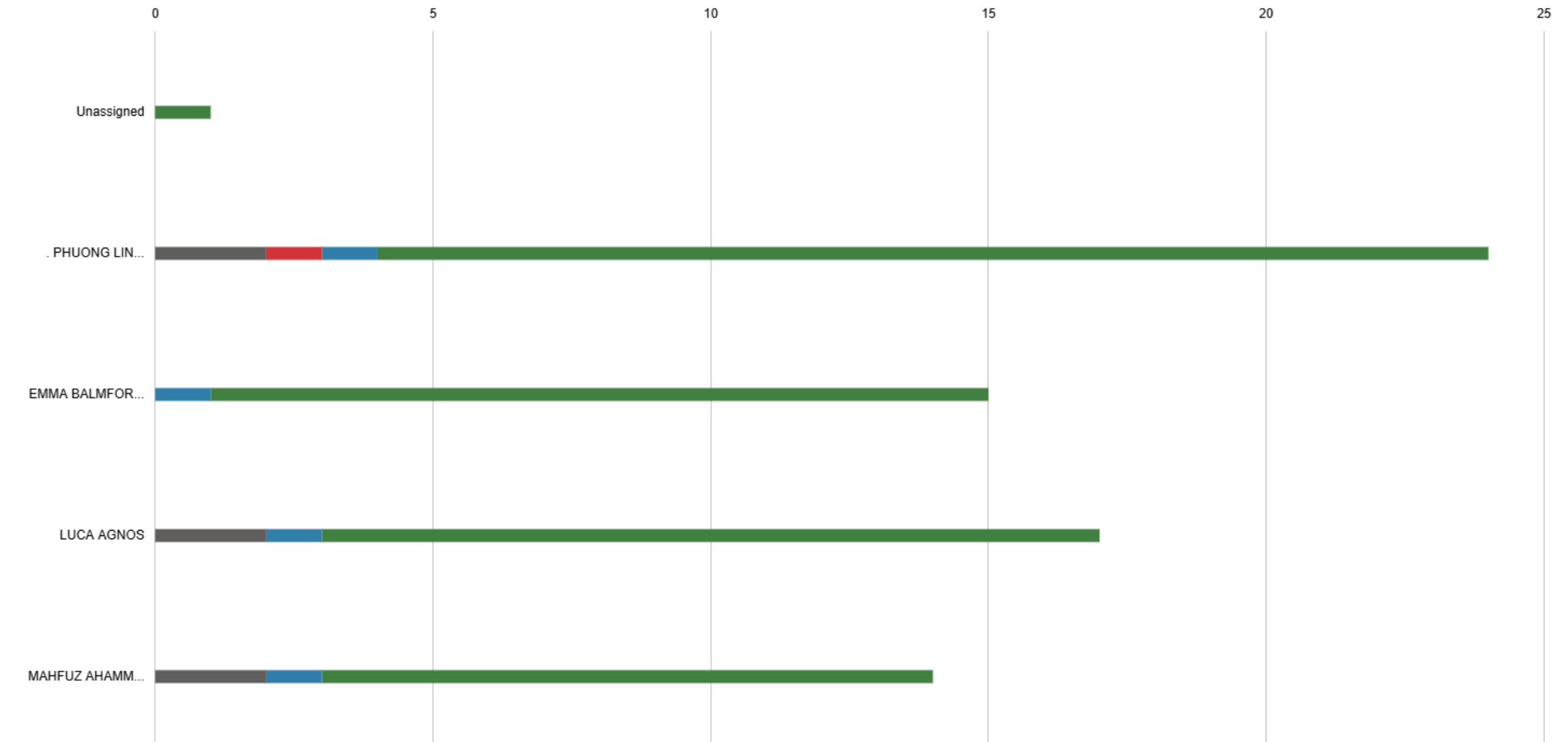
Team Contribution State...

<>October 2024

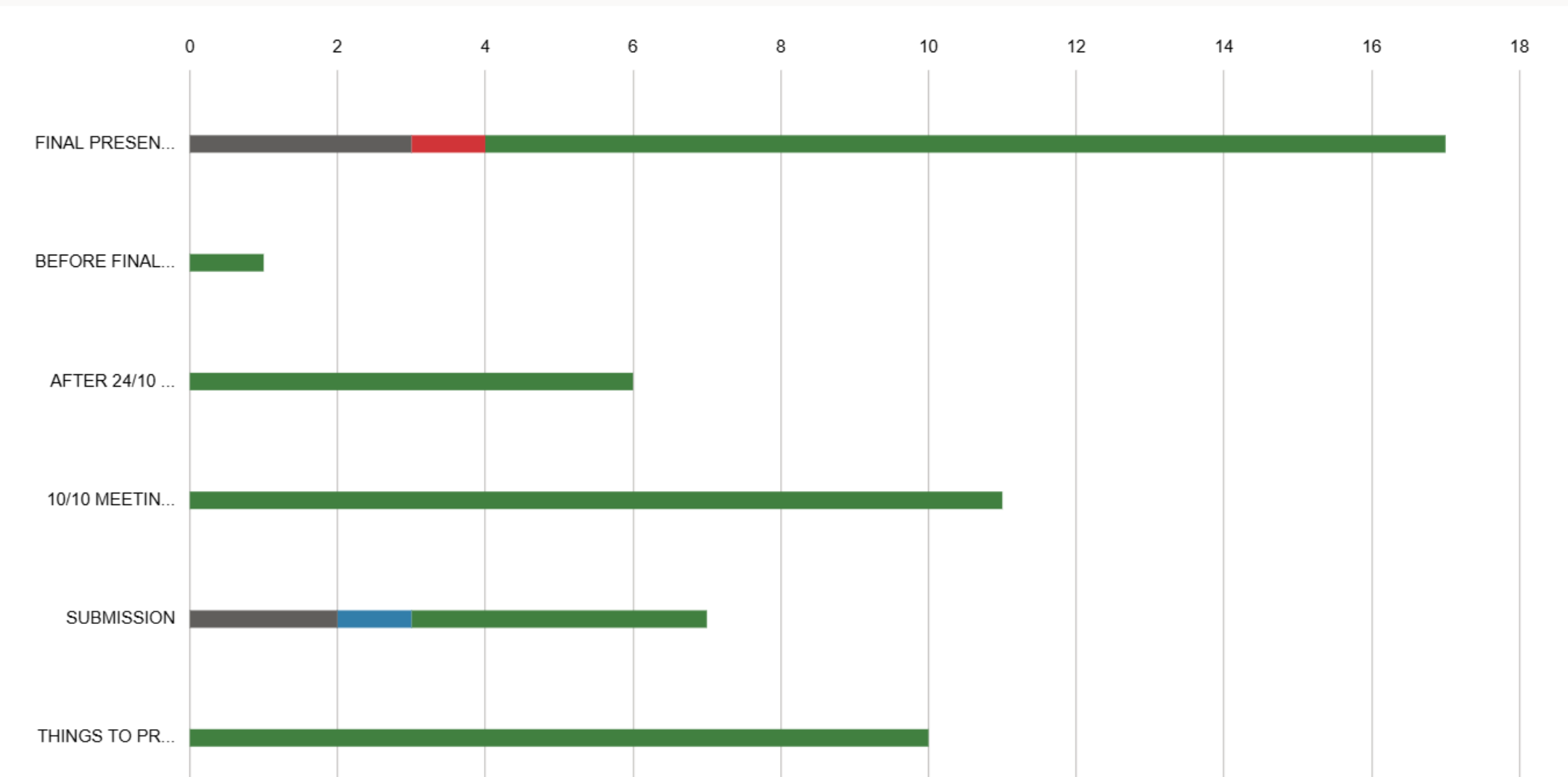
Hide future recurring tasksWeekMonth

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30 meeting with mahfuz for da...	1	2 data use statement Filter data from Marco	3 3 personal incl international... +7 more	4	5	6 Team Contribution Stateme...
7	8	9	10 Align data collection with u... +10 more	11	12	13
14	15	16	17	18	19	20 Business problems, opportu... +2 more
21	22	23 Data Analysis +7 more	24	25 meeting minutes 24/10	26 conclusion & appendix	27 added images or icon on o... +3 more
28 Editing poster +2 more	29 formating the slides	30	31 Final Solution - Prototype o...	1 Assignment Project Managem... +3 more	2 team contribution update rcm and implementati...	3 Assignment Client Project Sig... +2 more
4	5	6	7	8	9	10

Members



Bucket

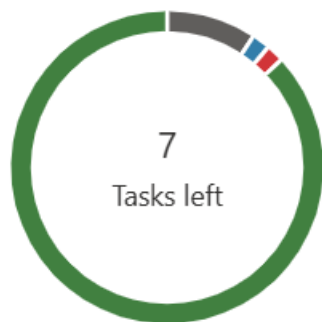




Linked plan

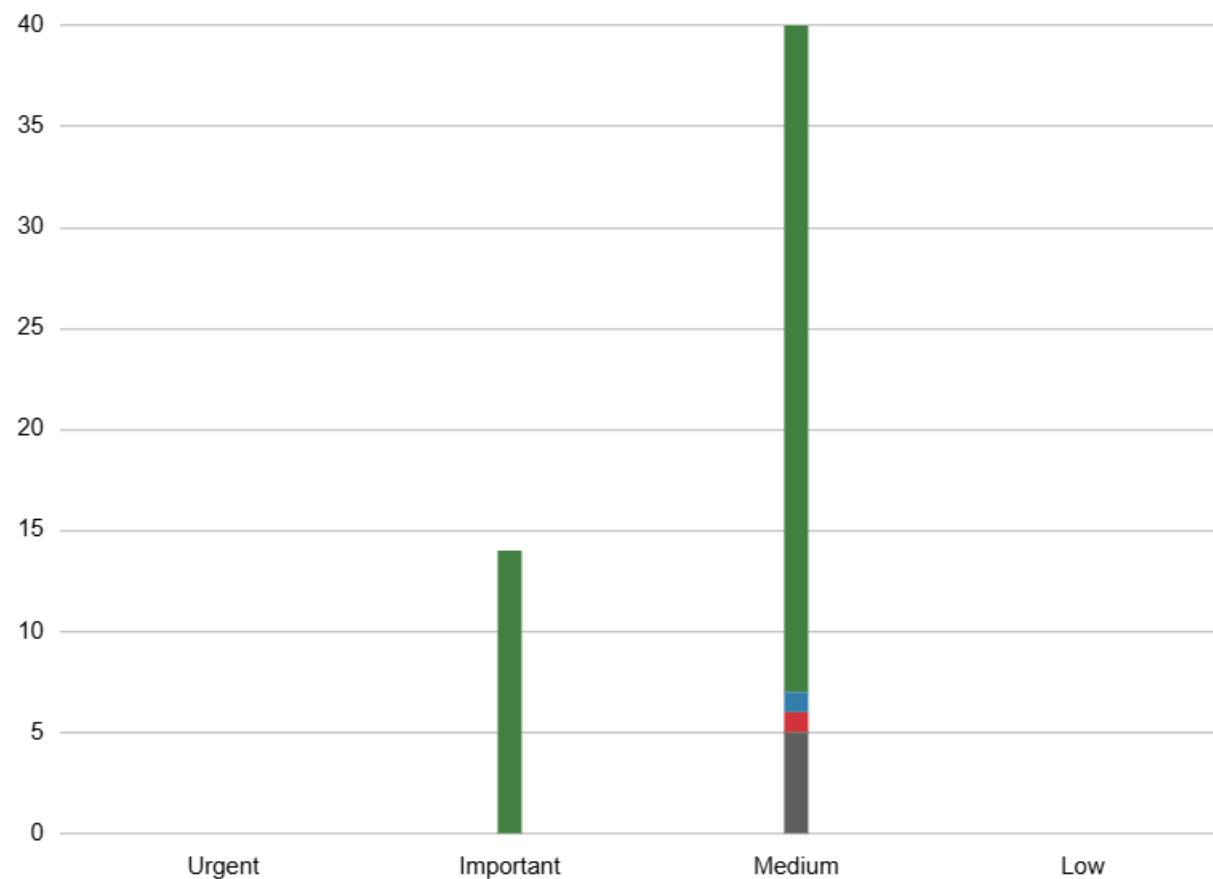


Status



Not started	5
In progress	1
Late	1
Completed	47

Priority



Bucket

Tasks

+ Add task

FINAL PRESENT+ REPORT

☐ update rcm and implementation strategy

02/11

PT

☐ update project goal align with the slides

01/11

MA

☐ update new scope align with the presentation

01/11

MA

☐ Report Format/ check everyone work



SUBMISSION

+ Add task

☐ team contribution



02/11



☐ Assignment Client Project Signoff

03/11



☐ Assignment Project Management Portfolio

01/11



Completed tasks

4



THINGS TO PRESENT TO KELLY NEXT MI

+ Add task

Completed tasks

10



meeting documents + MEETING MINUTES

Completed by LUCA AGNOS on ...

data use statement

Completed by . PHUONG LINH T...

3 personal incl international persona



Completed by EMMA BALMFORT...

MARCO STUFF

+ Add task

Completed tasks

1



meeting with mahfuz for data

Completed by . PHUONG LINH T...

PROFOLIO

+ Add task

Completed tasks

1





logo

Completed by . PHUONG LINH T...

Add new bucket

FINAL PRESENT+ REPORT

 Add task☐ update rcm and implementation strategy 02/11

PT

☐ update project goal align with the slides 01/11

MA

☐ update new scope align with the presentation 01/11

MA

☐ Report Format/ check everyone work 28/10


PT

BEFORE FINAL PRESENT

 Add task

Completed tasks

1






 formatting the slides Completed by EMMA BALMFORT...

AFTER 24/10 MEETING

 Add task

Completed tasks

6








 update new scope on the final report Completed by . PHUONG LINH T... added images or icon on opportunities slides Completed by . PHUONG LINH T... Complete background, challenges slides Completed by . PHUONG LINH T... Editing poster

10/10 MEETING W KELLY

 Add task

Completed tasks

11

 Brand alignment Completed by . PHUONG LINH T... Refine survey design Completed by . PHUONG LINH T... Segment email lists effectively Completed by . PHUONG LINH T... Align data collection with university policies and Identify risks of privacy

✓	formating the slides	EB	EMMA BALMFORT	29/10/2024	BEFORE FINAL PRI	✓ Completed	• Medium	Add label
✓	EXECUTIVE SUMMARY	PT	. PHUONG LINH T/	28/10/2024	FINAL PRESENT+	✓ Completed	• Medium	Add label
✓	update new scope on the final report	MA	MAHFUZ AHAMMI	27/10/2024	AFTER 24/10 MEE	✓ Completed	• Medium	Add label
✓	Final Solution – Prototype or Proof of Concept			31/10/2024	SUBMISSION	✓ Completed	• Medium	Add label
✓	Finalise project poster	EB	EMMA BALMFORT	1/11/2024	SUBMISSION	✓ Completed	• Medium	Add label
○	team contribution	PT	EB LA MA	2/11/2024	SUBMISSION	🔄 In progress	• Medium	Add label
○	Report Format/ check everyone work	PT	. PHUONG LINH T/	28/10/2024	FINAL PRESENT+	○ Not started	• Medium	Add label
○	Assignment Project Management Portfolio	LA	LUCA AGNOS	1/11/2024	SUBMISSION	○ Not started	• Medium	Add label
○	update new scope align with the presentation	MA	MAHFUZ AHAMMI	1/11/2024	FINAL PRESENT+	○ Not started	• Medium	Add label
○	update project goal align with the slides	MA	MAHFUZ AHAMMI	1/11/2024	FINAL PRESENT+	○ Not started	• Medium	Add label
○	update rcm and implementation strategy	PT	. PHUONG LINH T/	2/11/2024	FINAL PRESENT+	○ Not started	• Medium	Add label
○	Assignment Client Project Signoff	PT	LA	3/11/2024	SUBMISSION	○ Not started	• Medium	Add label

✓	Project Goals and Scope:	MA	MAHFUZ AHAMMI	23/10/2024	FINAL PRESENT+	✓ Completed	• Medium	Add label
✓	Data Analysis	PT	MA	23/10/2024	FINAL PRESENT+	✓ Completed	• Medium	Add label
✓	Recommendation	PT	. PHUONG LINH T/	23/10/2024	FINAL PRESENT+	✓ Completed	• Medium	Add label
✓	Project Poster	EB	LA	3/11/2024	SUBMISSION	✓ Completed	• Medium	Add label
✓	conclusion & appendix	LA	LUCA AGNOS	26/10/2024	FINAL PRESENT+	✓ Completed	• Medium	Add label
✓	meeting minutes 24/10	LA	LUCA AGNOS	25/10/2024	AFTER 24/10 MEE	✓ Completed	• Medium	Add label
✓	Editing poster	EB	EMMA BALMFORT	28/10/2024	AFTER 24/10 MEE	✓ Completed	• Medium	Add label
✓	added images or icon on opportunities slides	LA	LUCA AGNOS	27/10/2024	AFTER 24/10 MEE	✓ Completed	• Medium	Add label
✓	Complete background, challenges slides	LA	LUCA AGNOS	27/10/2024	AFTER 24/10 MEE	✓ Completed	• Medium	Add label
✓	Changing recommendation part	PT	. PHUONG LINH T/	27/10/2024	AFTER 24/10 MEE	✓ Completed	• Medium	Add label
✓	formating the slides	EB	EMMA BALMFORT	29/10/2024	BEFORE FINAL PRI	✓ Completed	• Medium	Add label
✓	EXECUTIVE SUMMARY	PT	. PHUONG LINH T/	28/10/2024	FINAL PRESENT+	✓ Completed	• Medium	Add label

✔	limitations and challenges statement during the project	PT LA	10/10/2024	10/10 MEETING V	✔ Completed	• Medium	Add label
✔	assumptions documents	MA MAHFUZ AHAMMI	10/10/2024	10/10 MEETING V	✔ Completed	• Medium	Add label
✔	Align data collection with university policies and Ident...	EB EMMA BALMFORT	10/10/2024	10/10 MEETING V	✔ Completed	! Important	Add label
✔	Outline search parameters	MA MAHFUZ AHAMMI	10/10/2024	10/10 MEETING V	✔ Completed	• Medium	Add label
✔	Business problems, opportunities, objectives, expecte...	LA LUCA AGNOS	20/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label
✔	Change Management & Furtherwork	LA LUCA AGNOS	20/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label
✔	meeting minute 17/10	LA LUCA AGNOS	20/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label
✔	Introduction to Expertise Areas	PT . PHUONG LINH T/	23/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label
✔	Organization's current system(s) or situation	EB EMMA BALMFORT	23/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label
✔	Marketing & Email Campaign	PT EB	23/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label
✔	Slides	EB EMMA BALMFORT	23/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label
✔	Client/company background description	MA MAHFUZ AHAMMI	23/10/2024	FINAL PRESENT+	✔ Completed	• Medium	Add label



Title	Assignment	Start date	Due date	Bucket	↓ Progress	Priority	Labels
3 personal incl international persona	EMMA BALMFORT		3/10/2024	THINGS TO PRESE	Completed	Important	Add label
Create a communication strategy	EMMA BALMFORT		3/10/2024	THINGS TO PRESE	Completed	Important	Add label
Team Contribution Statement Stage 2			6/10/2024	SUBMISSION	Completed	Medium	Add label
Enhance clarity in the persona profile	EMMA BALMFORT		10/10/2024	10/10 MEETING W	Completed	Important	Add label
Meeting minutes and documents	LUCA AGNOS		10/10/2024	10/10 MEETING W	Completed	Important	Add label
logo	. PHUONG LINH T/		3/11/2024	PROFOLIO	Completed	Medium	Add label
Refine survey design			10/10/2024	10/10 MEETING W	Completed	Medium	Add label
Tools for image data for google reviews			10/10/2024	10/10 MEETING W	Completed	Important	Add label
Brand alignment	. PHUONG LINH T/		10/10/2024	10/10 MEETING W	Completed	Important	Add label
Improve data analysis strategy	. PHUONG LINH T/		10/10/2024	10/10 MEETING W	Completed	Important	Add label
Segment email lists effectively	. PHUONG LINH T/		10/10/2024	10/10 MEETING W	Completed	Medium	Add label
limitations and challenges statement during the project			10/10/2024	10/10 MEETING W	Completed	Medium	Add label



Title ▾	Assignment ▾	Start date ▾	Due date ▾	Bucket ▾	↓ Progress ▾	Priority ▾	Labels
✓ Update Gantt Chart i ⋮	LA LUCA AGNOS		3/10/2024	THINGS TO PRESE	✓ Completed	! Important	Add label
✓ meeting with mahfuz for data	PT MA		30/9/2024	MARCO STUFF	✓ Completed	• Medium	Add label
✓ Problem Statement after meeting with Marco	LA LUCA AGNOS		3/10/2024	THINGS TO PRESE	✓ Completed	! Important	Add label
✓ Implement proper frameworks for project management	PT . PHUONG LINH T/		3/10/2024	THINGS TO PRESE	✓ Completed	! Important	Add label
✓ List of student's club	PT . PHUONG LINH T/		3/10/2024	COMMUNICATION	✓ Completed	• Medium	Add label
✓ Update deliverable after scope reduction	PT MA		3/10/2024	THINGS TO PRESE	✓ Completed	! Important	Add label
✓ Filter data from Marco	PT MA		2/10/2024	THINGS TO PRESE	✓ Completed	! Important	Add label
✓ data use statement	PT . PHUONG LINH T/		2/10/2024	THINGS TO PRESE	✓ Completed	• Medium	Add label
✓ Google forms survey for potential student's clubs and...	PT EB		3/10/2024	THINGS TO PRESE	✓ Completed	! Important	Add label
✓ meeting documents + MEETING MINUTES	LA LUCA AGNOS		3/10/2024	THINGS TO PRESE	✓ Completed	• Medium	Add label
✓ CHANGEMAKER BUSINESS MODEL CANVAS	PT . PHUONG LINH T/		3/10/2024	EMAIL CAMPAIGN	✓ Completed	• Medium	Add label
✓ 3 personal incl international persona	EB EMMA BALMFORT		3/10/2024	THINGS TO PRESE	✓ Completed	! Important	Add label

Group Name: Changemaker Project Team
Date: 15/08/2024
Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
Review and refine project objectives	Team	22/08/2024	Completed
Create an initial draft of the customer journey map	Team	22/08/2024	In Progress

Present

- Kelly
- Luca Agnos
- Phuong Linh Tang
- Emma Balmforth
- Mahfuz Ahammed

Agenda Items

- Refining project language and structuring objectives
- Developing a customer journey map
- Reviewing tools and platforms for formalizing data handling
- Gaining insights into the UDLE Changemaker program from client interview

Discussion, Decisions, and Assignments

1. Refining Project Language and Structuring Objectives

The team discussed shifting the project’s language to emphasize moving from informal to structured operations, aligning with Changemaker’s objectives. Luca and Linh agreed to lead in drafting updated objectives.

Assignment: Luca and Phuong to refine project objectives and language.
Deadline: 22/08/2024

2. Customer Journey Mapping

The team highlighted the importance of a customer journey map to visualize interactions, data touchpoints, and potential improvements. Emma and Mahfuz agreed to collaborate on drafting this map.

Assignment: Emma and Mahfuz to draft the customer journey map.
Deadline: 22/08/2024

3. Tools and Platforms for Data Management

Discussions focused on identifying suitable tools for data management. The team will explore Instagram and other relevant platforms to support structured operations.

Assignment: Phuong to research data management tools and provide recommendations.
Deadline: 22/08/2024

Agenda Items for the Next Meeting

- Review refined project language and objectives
- Updates on customer journey map draft
- Assessment of potential data management tools and platforms

Follow-up Actions

Action Item	Assigned To	Completion Date
Finalize project language and objectives	Kelly	22/08/2024
Draft customer journey map	Luca, Phuong	22/08/2024
Evaluate tools and platforms for engagement	Mahfuz	22/08/2024

Next Meeting: 22/08/2024, 3:00 PM

Date: 22/08/2024
Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
Refine project language and objectives	Luca, Phuong	22/08/2024	Completed
Draft customer journey map	Emma, Mahfuz	22/08/2024	In Progress
Evaluate tools for data management	Phuong	22/08/2024	In Progress

Present

- Kelly (Supervisor)
 - Luca Agnos
 - Phuong Linh Tang
 - Emma Balmforth
 - Mahfuz Ahammed
-

Agenda Items

- Reviewing the project proposal and deliverables
 - Aligning team objectives with client expectations
 - Client engagement strategy and communication plan
-

Discussion, Decisions, and Assignments

1. Project Proposal Review

The team reviewed the project proposal to ensure alignment with client expectations and outlined deliverables.

Assignment: Luca to finalize and consolidate the project proposal.

Deadline: 29/08/2024

2. Aligning Objectives and Deliverables

Team members discussed ensuring shared objectives for each deliverable. Phuong will lead in drafting these objectives.

Assignment: Phuong to draft objectives for team review.

Deadline: 29/08/2024

3. Client Engagement Strategy

The team discussed the client engagement strategy, including scheduling meetings and ensuring regular updates.

Assignment: Emma to draft a communication strategy.

Deadline: 29/08/2024

Agenda Items for the Next Meeting

- Review finalized project proposal
- Confirm objectives and deliverables
- Discuss communication plan with client

Follow-up Actions

Action Item	Assigned To	Completion Date
Finalize project proposal	Luca	29/08/2024
Draft objectives and deliverables	Phuong	29/08/2024
Develop client communication strategy	Emma	29/08/2024

Next Meeting: 26/09/2024, 3:00 PM

Date: 19/09/2024

Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
Finalize project proposal	Luca	29/08/2024	Completed
Draft objectives and deliverables	Phuong	29/08/2024	Completed
Develop client communication strategy	Emma	29/08/2024	Completed

Present

- Kelly
- Luca Agnos
- Phuong Linh Tang
- Emma Balmforth
- Mahfuz Ahammed

Agenda Items

- Project scope clarification and coordination between teams
- Marketing and engagement strategies
- Website optimization and digital presence

Discussion, Decisions, and Assignments

1. Project Scope and Coordination

The team discussed separating Changemaker's identity from UDLE Burger and Boba Tea and clarified roles between the awareness campaign and setting up new accounts.

Assignment: Luca to document the project scope.
Deadline: 26/09/2024

2. Marketing and Engagement Strategy

The focus shifted to digital marketing efforts to improve discoverability. Phuong will lead SEO and social media optimization.

Assignment: Phuong to assess SEO strategies and digital presence.
Deadline: 26/09/2024

3. Data Gathering and Analysis

The team discussed using Google Analytics to understand engagement and using insights to enhance social media usage.

Assignment: Mahfuz to implement data analysis using Google Analytics.
Deadline: 26/09/2024

Agenda Items for the Next Meeting

- Review documented project scope
- Updates on SEO and digital presence improvements
- Preliminary analysis from Google Analytics

Follow-up Actions

Action Item	Assigned To	Completion Date
Document project scope	Luca	26/09/2024
Assess and optimize digital presence	Phuong	26/09/2024
Implement Google Analytics and review engagement	Mahfuz	26/09/2024

Next Meeting: 26/09/2024, 3:00 PM

Date: 26/09/2024
Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
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Document project scope	Luca	26/09/2024	Completed
Assess and optimize digital presence	Phuong	26/09/2024	Completed
Implement Google Analytics and review engagement	Mahfuz	26/09/2024	In Progress

Present

- Kelly
- Luca Agnos
- Phuong Linh Tang
- Emma Balmforth
- Mahfuz Ahammed

Agenda Items

- Project management and final presentation preparation
- Data gathering and usability testing
- Engagement strategies and persona development

Discussion, Decisions, and Assignments

1. Project Management and Final Presentation Preparation

The team was instructed to update slides for the final presentation. Emphasis was placed on coordination to ensure clarity and cohesiveness in the final presentation.

Assignment: Emma to prepare draft presentation slides for team review.

Deadline: 03/10/2024

2. Data Gathering and Usability Testing

The team discussed the use of MailChimp for data gathering and emphasized the importance of testing collected data with personas for insight validation.

Assignment: Phuong to organize usability testing for data validation.

Deadline: 03/10/2024

3. Engagement Strategies and Persona Development

The team highlighted the value of understanding student personas to improve engagement strategies. Mahfuz will lead persona development and data application.

Assignment: Mahfuz to create persona profiles and align them with engagement strategies.
Deadline: 03/10/2024

Agenda Items for the Next Meeting

- Review draft presentation slides
- Initial usability testing results
- Updates on persona development

Follow-up Actions

Action Item	Assigned To	Completion Date
Draft presentation slides for review	Emma	03/10/2024
Organize and conduct usability testing	Phuong	03/10/2024
Develop persona profiles	Mahfuz	03/10/2024

Next Meeting: 03/10/2024, 03:00 PM

Date: 03/10/2024
Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
Draft presentation slides for review	Emma	03/10/2024	Completed
Organize and conduct usability testing	Phuong	03/10/2024	In Progress
Develop persona profiles	Mahfuz	03/10/2024	Completed

Present

- Kelly
- Luca Agnos
- Phuong Linh Tang
- Emma Balmforth

- Mahfuz Ahammed

Agenda Items

- Review of presentation slides and feedback
- Usability testing and data integrity
- Survey design and report structure

Discussion, Decisions, and Assignments

1. Presentation Slides and Feedback

The team reviewed the initial draft of the presentation slides, receiving feedback from Kelly on layout and content clarity. Adjustments will be made based on this feedback.

Assignment: Luca to refine slides based on feedback.

Deadline: 10/10/2024

2. Usability Testing and Data Integrity

Phuong presented initial results from usability testing, highlighting areas that need improvement in data collection. Kelly emphasized the importance of testing survey reliability.

Assignment: Phuong to continue testing and ensure data validity.

Deadline: 10/10/2024

3. Survey Design and Report Structuring

The team discussed survey design improvements, with Kelly suggesting the use of structured options like drop-down menus to streamline responses.

Assignment: Emma to update survey questions with structured options.

Deadline: 10/10/2024

Agenda Items for the Next Meeting

- Finalize presentation slides
- Complete usability testing
- Review updated survey questions

Follow-up Actions

Action Item	Assigned To	Completion Date
Refine presentation slides based on feedback	Luca	10/10/2024

Complete usability testing	Phuong	10/10/2024
Update survey questions with structured options	Emma	10/10/2024

Next Meeting: 10/10/2024, 03:00 PM

Meeting Minutes

Group Name: Changemaker Project Team

Date: 10/10/2024

Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
Refine presentation slides based on feedback	Luca	10/10/2024	Completed
Complete usability testing	Phuong	10/10/2024	Completed
Update survey questions with structured options	Emma	10/10/2024	Completed

Present

- Kelly (Supervisor)
 - Luca
 - Phuong Linh Tang
 - Emma Balmforth
 - Mahfuz Ahammed
-

Agenda Items

- Final presentation preparation and peer assessment
 - Survey testing and feedback
 - Persona development integration
-

Discussion, Decisions, and Assignments

1. Final Presentation Preparation

Kelly suggested setting up a mock presentation for feedback before presenting to Marco. This will help the team improve presentation skills and delivery.

Assignment: Phuong to organize a mock presentation session.
Deadline: 17/10/2024

2. Survey Testing and Feedback

The team discussed feedback on survey questions, emphasizing clarity and ease of response. Further testing will ensure questions align with the personas created.

Assignment: Mahfuz to conduct final survey testing with team members.
Deadline: 17/10/2024

3. Persona Development Integration

Emma presented the personas created, which will inform survey question finalization and engagement strategies. The team will align survey questions with these personas.

Assignment: Emma to finalize persona-aligned survey questions.
Deadline: 17/10/2024

Agenda Items for the Next Meeting

- Mock presentation practice and feedback
 - Review of finalized survey questions
 - Persona application in survey strategy
-

Follow-up Actions

Action Item	Assigned To Completion Date	
Organize a mock presentation session	Phuong	17/10/2024
Conduct final survey testing	Mahfuz	17/10/2024
Finalize persona-aligned survey questions	Emma	17/10/2024

Next Meeting

Date, Time, Place: 17/10/2024, 2:00 PM, Location TBD

Date: 17/10/2024

Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
Organize a mock presentation session	Phuong	17/10/2024	Completed
Conduct final survey testing	Mahfuz	17/10/2024	Completed
Finalize persona-aligned survey questions	Emma	17/10/2024	Completed

Present

- Kelly
- Luca Agnos
- Phuong Linh Tang
- Emma Balmforth
- Mahfuz Ahammed

Agenda Items

- Presentation feedback and strategy refinement
- Value proposition and location benefits
- Financial viability and social value for Changemaker

Discussion, Decisions, and Assignments

1. Presentation Feedback and Strategy Refinement

Kelly provided feedback on the mock presentation, focusing on clear transitions and visuals. Team members will refine their parts for clarity.

Assignment: Luca to adjust presentation transitions and visuals.

Deadline: 24/10/2024

2. Value Proposition of Physical Location

The team discussed the significance of Changemaker's physical location, integrating on-site activities as part of the value offered to students.

Assignment: Phuong to include value proposition points in presentation slides.

Deadline: 24/10/2024

3. Financial Viability and Social Value

The team agreed to emphasize the balance of financial and social elements in Changemaker's model. This will be highlighted in both presentation and report.

Assignment: Emma to draft key points on financial and social value for the report.
Deadline: 24/10/2024

Agenda Items for the Next Meeting

- Final presentation adjustments and feedback
- Review of location-based value proposition
- Discussion of financial and social elements for the report

Follow-up Actions

Action Item	Assigned To	Completion Date
Adjust presentation transitions and visuals	Luca	24/10/2024
Include value proposition points in slides	Phuong	24/10/2024
Draft key points on financial/social value	Emma	24/10/2024

Next Meeting: 24/10/2024, 03:00 PM

Date: 24/10/2024

Location: Virtual Meeting

Action List from Last Meeting

Action Item	Assigned To	Completion Date	Status
Adjust presentation transitions and visuals	Luca	24/10/2024	Completed
Include value proposition points in slides	Phuong	24/10/2024	Completed
Draft key points on financial/social value	Emma	24/10/2024	Completed

Present

- Kelly
- Luca Agnos
- Phuong Linh Tang
- Emma Balmforth

- Mahfuz Ahammed

Agenda Items

- Presentation practice and feedback refinement
- Finalizing recommendations and report content
- Survey strategy and engagement improvements

Discussion, Decisions, and Assignments

1. Presentation Practice and Feedback

The team practiced the presentation, with Kelly observing and providing real-time feedback on timing and transitions. Improvements will be implemented for a smoother flow.

Assignment: The Team to make final adjustments to presentation flow.

Deadline: 29/10/2024

2. Finalizing Recommendations and Report Content

Kelly emphasized the need for clear differentiation between findings, recommendations, and next steps. The team will refine the report structure accordingly.

Assignment: Phuong to structure report sections and finalize recommendations.

Deadline: 29/10/2024

3. Survey Strategy and Engagement

The team discussed survey promotion strategies and emphasized using Google Forms and Instagram polls for quick feedback.

Assignment: Mahfuz to finalize survey questions and develop social media content for promotion.

Deadline: 29/10/2024

Agenda Items for the Next Meeting

- Final presentation run-through
- Review of finalized report
- Survey promotion strategy updates

Follow-up Actions

Action Item	Assigned To	Completion Date
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Make final adjustments to presentation flow	Team	29/10/2024
Finalize report sections and recommendations	Team	29/10/2024
Develop social media content for survey promotion	Mahfuz	29/10/2024

Next Meeting: 29/10/2024, 03:00 PM

Task Name	Start (Date)	End (Date)	Duration (Days)
Define Project Goals and Scope	9/25/2024	9/29/2024	4
Analyze Existing Data (Google Reviews, SurveryMonkey)	9/25/2024	10/4/2024	9
Develop a Contact List of Past Participants	10/2/2024	10/4/2024	2
Email Past Participants for More Information about Change Maker	10/7/2024	10/13/2024	6
Survey Memembers Of UDLE about ChangeMaker	10/9/2024	10/14/2024	5
Analyze Reponses Colleted from Survey	10/15/2024	10/23/2024	8
Design Volunteer Roles and Sign-Up Process	10/16/2024	10/27/2024	11
Use Data Insights to Plan Student Engagement Activities	10/16/2024	10/27/2024	11
Create a Volunteer Database Using Current Contacts	10/21/2024	10/27/2024	6
Conduct Follow-Up Surveys to Assess Program Impact	10/23/2024	10/27/2024	4
Write Final Report and Summarize Key Findings	10/27/2024	11/3/2024	7
Create Presentation Slides and Visuals	10/27/2024	11/3/2024	7
Develop Handover Guide for Future Teams	11/2/2024	11/3/2024	1

