Practical Project - Iteration 1

Group Meeting Report

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| Sponsor: | Noor Alani | Name of Group: | Master Roshi |
| Group Lead: | N/A | Note taker: | Chloe Cawood |
| **Attendees:** | Lorien Gugich, Althea Lagudas, Chloe Cawood | | |
| **Absent:** | N/A | | |
| **Please bring:** | Laptop | | |
| **Agenda items:** | 1. Completion of the stakeholder register 2. Development of consumer personas 3. Review and dissection of personas | | |

# Minutes

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| Agenda Item 1: | Completion of the stakeholder register | Presenter: | Lorien Gugich |

#### Discussion: Review the provided exemplary stakeholder register and create our own, applying the necessary changes to attribute it to the group’s chosen scenario.

#### Conclusions: Each activity was completed as a collaborative effort; ensuring that everyone understood the context behind every action taken and improved their overall understanding of the topic.

| Action items | Person responsible | Deadline |
| --- | --- | --- |
| * Identify the respective stakeholders’ titles and roles. | Everyone; collaborative. | February 25th |
| * Outline the requirements of each stakeholder. | Everyone; collaborative. | February 25th |
| * Review each stakeholders’ power and interest levels. | Everyone; collaborative. | February 25th |

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| Agenda Item 2: | Development of consumer personas | Presenter: | Althea Lagudas |

#### Discussion: Create three potential clients on your e-commerce website. Ensure that each persona is unique, with unique obstacles and motivations to ensure a variety of potential obstacles are represented.

#### Conclusions: While completed individually, communication was maintained to ensure each persona was unique. Ideas were shared and built upon to successfully complete the task without issue.

| Action items | Person responsible | Deadline |
| --- | --- | --- |
| * Brainstorm unique backgrounds and obstacles | Everyone; uniquely. | March 4th |
| * Develop and build personas surrounding said ideas | Everyone; uniquely. | March 4th |
| * Expand on ideas and complete the persona template | Everyone; uniquely. | March 4th |

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| Agenda Item 3: | Review and dissection of personas | Presenter: | Chloe Cawood |

#### Discussion: Each member will review and outline the first impressions, relevancy, final impressions, and any other information about the personas made by the other two members in the group.

#### Conclusions: The iterations for each of the personas were completed without issue, with each submission outlining what we are able to implement in order to cater to the stakeholders needs.

| Action items | Person responsible | Deadline |
| --- | --- | --- |
| * Iterate first impression of each members’ persona | Everyone, collaborative. | March 18th |
| * Outline the relevancy of each persona in context | Everyone, collaborative. | March 18th |
| * Dictate final impressions of each members’ persona | Everyone, collaborative. | March 18th |

# Other Information

#### Resources: N/A

#### Date of next meeting: To be discussed.