

TEAM 11

All the members attended the meeting.

- Each of us shared our individual ideas and reiterated their pain points, schlep factor, and profitability of each of our companies. Pranav and Nate weren't very passionate about their ideas so we ended up deciding between Akhil and Doga's companies. Akhil's idea about an app for organizing housekeeping for college students was compelling, but we decided to make our project Doga's idea, PreSEND. We decided on this idea because there are many similar applications that are successful, like DoorDash, or a similar app used in Turkey, but PreSEND still stands out among them because of features like personalized notes.
- During our one-hour team meeting, we discussed PreSEND's core features, refining the user experience, and addressing pain points. We thought of ways to enhance the product, including optimizing the gift delivery process and streamlining store partnerships. We want to do so by integrating Google maps or Apple maps API into our app so that the routes are the most optimized routes.
 - The app exists currently in Turkey and it works fine there but the map can be optimized to American routes. There have been issues with deliveries not arriving on time for the original website in Turkey, we are planning on fixing issues like that
- We also focused on ensuring a smooth user interface for filtering shops by gift type and occasion. Additionally, we explored different subscription models for gift shops and the flexibility of integrating their delivery systems or using the app's delivery.
- We all discussed the potential interfaces of our ideas and the product that comes with it. We concluded on an interface that doesn't aim to confuse the target audience and something that can be polished as a product in the time we have. We decided on this idea after noticing that it has a desired interface and market that could be beneficial for people of all ages in their tight/planned situations in regards to giving a variety of gifts.
- Finally, we talked about the next steps for development, especially the convenience for busy users, last-minute gifters, and those sending gifts from afar. We are planning on charging extra by a small amount if the user wants to deliver a gift on the day of.