**21.A software company needs to gather requirements for a new web application from multiple departments (marketing, sales, customer service). The focus group method is chosen to collect insights.** **Google Meet or Microsoft Teams (for virtual focus groups), Miro or Lucidchart (for collaborative whiteboarding).**

**Focus Group Meeting Report**

**Date:** 9th December 2024  
**Time:** 10:00 am  
**Platform Used:** [Google Meet / Microsoft Teams for discussion; Miro / Lucidchart for visual collaboration]  
**Facilitator:** [Name of Facilitator]  
**Participants:** Representatives from Marketing, Sales, and Customer Service departments

**1. Objective of the Meeting**

To gather detailed and actionable requirements from multiple departments for the development of a new web application. The focus group was designed to ensure the application aligns with cross-departmental needs and goals.

**2. Agenda**

1. Introduction and purpose of the session
2. Brief overview of the web application’s vision
3. Department-specific discussions on requirements and pain points
4. Collaborative brainstorming using Miro/Lucidchart
5. Consolidation of insights and setting next steps

**3. Key Discussion Points**

**3.1 Marketing Department Insights**

* **Primary Needs:**
  + Seamless integration with social media platforms for campaign tracking.
  + Analytics dashboard to measure user engagement and conversion rates.
* **Pain Points:**
  + Lack of real-time insights on marketing campaigns.
  + Difficulty in managing large-scale promotional events.

**3.2 Sales Department Insights**

* **Primary Needs:**
  + CRM integration for tracking leads and customer communication.
  + Automated sales report generation to reduce manual effort.
* **Pain Points:**
  + Inconsistent lead management due to disparate systems.
  + Delays in accessing sales data during critical decision-making.

**3.3 Customer Service Department Insights**

* **Primary Needs:**
  + Centralized ticketing system to streamline issue resolution.
  + AI-driven chatbot for handling FAQs and basic support queries.
* **Pain Points:**
  + Lack of a unified view of customer interaction history.
  + High response time for customer queries due to manual processes.

**4. Collaboration Summary (Using Miro/Lucidchart)**

* Created a **mind map** to visualize the needs and pain points of each department.
* Developed a **workflow diagram** showing the interdependencies between Marketing, Sales, and Customer Service.
* Proposed a **modular architecture** for the web application with specific features highlighted for each department.

**5. Agreed Action Items**

1. **Refine Requirements Document:** Consolidate insights from the session into a formal requirements specification.
2. **Prioritize Features:** Conduct a follow-up meeting to prioritize features based on organizational goals and resource availability.
3. **Stakeholder Buy-in:** Present the requirements to stakeholders for feedback and approval.
4. **Prototype Development:** Begin work on a prototype, focusing initially on the features identified as high priority.

**6. Challenges Identified**

* Divergence in priorities between departments (e.g., Marketing prioritizes analytics, while Customer Service focuses on response time).
* Ensuring the application remains scalable while addressing the unique needs of each department.

**7. Next Steps**

* Schedule a second focus group session for detailed feedback on the prototype.
* Assign a point of contact from each department for streamlined communication.
* Use the insights from this session to build a Minimum Viable Product (MVP).

**Conclusion**

The focus group successfully identified key requirements and challenges for the new web application. A collaborative approach ensured all departments’ voices were heard, laying a strong foundation for the project.

**Attachments:**

1. Screenshots of Miro/Lucidchart workflows
2. Raw notes from the session
3. Initial draft of the requirements specification document