**Feedback:**

Prof Ying Chau:

How to make it fit our purpose more

Marketing plan is not feeling real enough?

We need more substance(?)

Onboarding survey q’s? → Consult the wellness centre to get effective questions

Davis:

* We took the feedback well :))
* Loves the colour therapy + difference it makes
* Still doesn’t see the solution to it? Possibly altering our goal?
* Marketing plan is detailed but needs to show how we will do it? Needs to have a consistent theme - tagline, theme etc.
* How to target different types of user profiles
  + What should we do to make our project more appealing to them
* Just clicked on the web link - I suggest not asking people to sign up first - I would never give up my email address before knowing what the site is and why you need my address. Recommend allowing people into the site for info and “public’ forums to give people a taste of what is going on. Then, if they wan to get more involved then they can sign in

Eric:

* “Magic counsellor” wording should be changed
* Name of the Helpline - need to keep it consistent
* Incentive for students to post?
* “He loves it” SOBBINg
* How to make journaling be more appealing in the instagram page

Malinda

* The process to monitor public posts
* Possibly organizing workshops for the launch to promote more writing
* Retaining users is very important
* Writing workshops - how to use their

Kris:

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Joel:

* Do polls and questionnaires in the insta acc
* For the insta acc, build off the design of the app
* Use the idea of pinocchio

We need a PUNCH LINE! Like MAGA LOL