Feedback from Second Internal Check

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|  | On Concept:   1. Not sure about the Incentive to attract people post \*from Davis 2. Not sure how we reduce stigma of asking help \*from Davis 3. What questions will be asked in the onboarding survey?   On Marketing   1. Marketing plan -> how we do it, deliver consistent core message    1. \*core message of our marketing is missing    2. Missing a msg to cultivate the atmosphere of openness    3. A tagline is needed    4. = Dare to care, Dare to Share 2. Ways to promote other than just sending mass email (sth stronger), to gain large number of users 3. Ask ourselves before posting on IG: why do I have to care? 4. Ask people who have mental health issues to share a bit, feature on IG 5. To produce traction before launch, could make use of the instagram account to post tips in story form where you show students techniques and how to stay mentally healthy so they you would get instant recognition during launch \* from Kris 6. Creating Profile of different people \*from Davis    1. we create different profile of people and try to study how those people will respond to our app    2. if there is person called john who is involved is 3 societies, taking 18 creds(so busy busy) how would we make him join to use Pinocchio - how can we meet his niche   On User Interface/User Experience:   1. Make people feel safe(privacy & data statement)    1. So that even admin team cannot track users from posts and comments 2. \*this is a good idea\* 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 want to get more involved then they can sign in\* from book hart 3. Better frame the description of the 24 hotline? Don’t want ‘magical’.   On Feedback collection:   1. Beta-user problem: we expect them to use the whole app.    1. Missing feedback from normal users, do they retain in using our app?    2. How do we engage normal users?   On Long term development of platform:   1. How to retain the user after launching? -events, ice-break, workshops |