Questions:

1. Sponsoring sequence, is Higgzfield looking to be sponsored or are they sponsoring something?
2. Client’s Ans; How things have changed, sponsorship to get a grasp what we’re doing with sponsorship close to the deadline to work through that
3. Remove sponsorship focus on some of the customer journey ( take sponsorship out)
4. Stills wants to join the community,
5. Joining the community: what kind of community is higgzfield offering?
6. Tell her about survey to gain other perspectives on the website
7. That sounds good on her end

Client’s end

There's a lot of being develop at this moment identify the user journey what our team will map

Events book series sponsorship making a purchase and membership

Focus on membership and make a purchase

New List ( membership sequence what will it look like when customer visit the website)

Making a purchase ( buying book and merchandise )

Question:

Presentation

Report Outline

* Introduction to Higgzfield
* RFP Brief
* Business and Marketing Dynamics
  + Target Audience
  + Current Analytics
* User Personas
* Initial Findings of Website
  + Pain Points and Customer Mapping Journey
* User testing + survey
* Analysis of Nielsen’s Heuristics and Wicken’s Principles
* User Stories
* Recommendation (what could be improved)
* Conclusion

Project presentation scheduled 28 march

Meetings note:

Add feedback later,

Still wanna know where we guys at