Questions to ask during the meeting:

1. Tell us more about the business.
2. What are your goals for the business? What goals do you see for us?
3. What is your selling point? Why do your clients choose you?
4. What challenges are you facing?
5. Who are your biggest competitors?
6. What is the most important aspect of the current design?
7. From the current design, what works and what doesn’t?
8. What do you want to see in the new design? Are there any designs you want us to avoid?
9. Do you want your website to be geared more towards parents or kids?
10. Do you expect us to build up from your current website or design a completely new design? What is the current tech stack you are using to build the website?
11. Is there anything else you need to tell us that’s not in the proposal?
12. What’s the best way to contact you and stay in touch?

Meeting Notes

1. Higgzfield was inspired by Marissa’s personal passion and sparked the emergence of the business. Start 3 children book series in the field of social-emotional learning.
   1. Founded in 2020
   2. Influenced by increase in mental health awareness
2. Looking for a website refresh
   1. Analyze the website and learn/identify the customer touch points
   2. Learn where the customers interact
   3. Map the average customer journey throughout the website from beginning to end
   4. End product would ideally be a sequence of communications from first interaction to follow-up
   5. Business’s goal is to be sustainable for growth
3. Selling point is the characters and world that the kids can relate from within the books
   1. Accessible way for kids to learn life skills like resilience
4. Biggest challenge is identifying customer journeys
   1. Nurturing the customers in a sustainable way
   2. Creating simple and effective methods of communications
   3. Overwhelming with the numbers of offerings provided (services, merchandise etc.)
5. Large market for social-emotional learning
   1. Competitor Peekapak (<https://peekapak.com/>)
   2. Individual Authors: The Good Egg (<https://www.goodreads.com/book/show/40221498-the-good-egg> ), The Bad Seed
   3. Higgzfield website is not currently functional, so the goal is to make it functional beyond a simple landing page
   4. Calendar with events and streamlined booking system
   5. Having more user friendly systems/websites than other authors

(Questions 6-8 skipped)

9. Dealing with adults but give the feel of the world that is aimed at kids

10. Only be consultations and suggestions for implementation

She can give us an idea of what the website team is currently working on. She wants us to highlight the touch points of communication. Give suggestions for UX and have everything flow together.

11. Mobile responsiveness not required

Goal is to see the results by the end of the term

Focus on analysis and customer journey map for this project

Suggestions and writing out the communications within the website

Using Mailchimp

Website Focus Functionalities:

* Booking an event,
* Buying a book series,
* Sponsorship sequence,
* Joining the community,
* Making a purchase

12. Preferred contact method is email and possibly bi-weekly calls if needed