## FIT5120 / FIT5122 - Meeting Minutes – IM

**MINUTES**

***Team Name: TA19 - PROBIOHEALTH***

Meeting No: 4

Location: Zoom meeting

Attending: Jeremy, Vivek Veeri, Mohan Lyu, Ran Yi (Irene)

**Industry Mentors:** Kevin (Bupa), Kedar’s Phone

Apologies: No

Meeting datetime: 16th October 2020 11:26AM

Confirmation of minutes from last meeting: **YES** NO

Outcome of meeting:

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| **Issue** | **Discussion in brief** | **Outcome** |
| Elevator Pitch | Jeremy provided a quick elector pitch to IMs and looked for feedback.  Ask Jeremy if need the elevator pitch. | See below |
| * Be aware of asks. For example, *what’s the mean to get HPV, not % of people affected with HPV.* * Clear structure with clear logical follow. Similar to index page. * Don’t repeat content. Need more **practice and iterators** repeat. * Kevin mentions if have start question, answer them straight away, because of quick time. | | |
| Caught early HPV | Most people affected by HPV. How to let users come to the website to identify HPV earlier. | Elevator pitch speaking is important. |
| Next step? | What to do next since IMs are happy with our website. | Keep on tracking |
| Not necessary, but if boring. | All good. Kedar just recommended that if add something. On the homepage, how to, for example, just want to find reasons of HPV. | Due to time limitation. Jeremy forgot to say it’s already done in About Page! |
|  |  |  |

Actions in brief: Show and present the project to Industry Mentors and get some feedback.

Meeting closed at: 11:50AM