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Meeting Minutes: User Persona Analysis

Date: Saturday, October 28th, 2023

Attendees: Sophie, Ayman, Sukhraj, Christian

Agenda

1. Review user personas for the Student Discount feature.
2. Discuss preferences, expectations, and suggestions.
3. Alignment of findings with feature implementation.

Meeting Summary

- Students are price-sensitive and look for discounts.
- Students expect clear and transparent discount policies
- Students want to understand eligibility criteria and benefits.
- Students want a straightforward process for redeeming student discounts during checkout.
- Students want clear communication regarding the terms of student discounts.

Conclusion

These findings will inform the feature implementation.

Next Steps

1. Integrate user personas into UX/UI design.
2. Keep updates on feature progress in meetings.

Meeting Minutes: User Journey Mapping

Date: Saturday, November 4th, 2023

Attendees: Sophie, Ayman, Sukhraj, Christian

Agenda

1. Review of user journey mapping for the Student Discount feature.
2. Alignment of findings with feature implementation.

Meeting Summary

- We want to feature the student discount on the homepage for immediate user visibility.

- Straightforward student verification process during registration.
- Clear information about eligibility criteria to set accurate user expectations.
- Clear display of applied student discounts during the checkout process.

Case Studies

Throughout the discussions, we used case studies from Nike's checkout page and Basecamp's student discount page to inform the mapping process.

Conclusion

We are anticipating potential pain points and areas for improvement to meet the expectations and preferences of the target user demographic (i.e. students and teachers).

Next Steps

1. Integrate user journey findings into UX/UI design.
2. Regular updates on feature progress in meetings.

Meeting Minutes: Preliminary Quantitative Metrics

Date: Sunday, November 5th, 2023

Attendees: Sophie, Ayman, Sukhraj, Christian

Agenda: Define the preliminary quantitative metrics

Meeting Summary

1. User engagement (time spent on the platform per user session)
2. Click-Through Rates (percentage of users clicking on specific features or products)
3. Conversion rates (number of users making a purchase)

Next Steps

1. Continue data collection for a comprehensive baseline.
2. Regular updates on metrics in weekly meetings.