1. GREAT RECAP NICE OK
   1. Change color scheme that would look good on projector
2. Frameworks
   1. Too much explanation for frameworks - cut down / get more precise
      1. Don’t dive too much into education
      2. (Maybe not talk too much about brand trust?) UNLESS TAMPAX SPONSORS US WOO
      3. Or just mainly go deeper into the framework that is most important for us

(Kavya: I think we should just introduce the frameworks and only briefly discuss the one relevant to our presentation) - Cathy: seconded

* 1. Bridge between frameworks + findings into ideation
  2. Transition better

1. Make Key Insights Page
   1. Remove the software development page and put in WHAT we learned from surveys and how to connect that to our app
2. Feedback
   1. Include feedback from users / prototyping
   2. Go deeper into product detail
3. Future
   1. Answer questions like who would sponsor (university/corporate sponsors - most likely we would have to rely on corporate sponsors. After seeing the “mental health magazine” i think the university DGAF about this kind of stuff LMFAO) ? Who would maintain (janitors could stock except they wont be getting paid anymore so would they wanna do extra work?, or we could form our own group of trusted girls (students/professors) who would be willing to provide maintenance!) hit them w the “interns” AHAHAHAH, yeah we could give community service in exchange or even interns if we make this like a startup LOL? What department of the University would help us with this (only god knows lmao this school DONT care. But probably not a specific department, other than mckinley and maybe some ihealth program ppl OH COMMUNITY HEALTH LOL? LMAOOO Mckinley? Bc she said something like that
4. Data Analysis
   1. What can the university do with the iCard information (Data analysis, used to expand)?
   2. (where can the dispensers be installed?)

(This should come before future)

One idea - we can get companies to sponsor us/provide product samples in the dispensers and get feedback (when someone swipes their card we can email them a survey) and then send that feedback back to the company (marketing idea)

Things to get done!

|  |  |  |  |
| --- | --- | --- | --- |
| **PRESENTATION** | Cathy | Kavya | Yash |
| Change color scheme of presentation / reformat and create new slides | ✔ |  |  |
| Change software dev page to key insights page (insights from our main framework, what we took from our main framework, how we answered that with our product) |  |  | ✔ |
| Create product detail page / how we took feedback (?) into account |  | ✔ |  |
| What the university can take from this slide  (University Usage); answer VI |  | ✔ |  |
| Future slide (potential partnerships, what department of the university would help and partner with us) |  |  | ✔ |
| **FINAL PROPOSAL** |  |  |  |
| Idea Pitch (½ page) |  | ✔ |  |
| Interviews |  | ✔ |  |
| Observations |  |  | ✔ |
| Secondary Research |  |  | ✔ |
| Feedback |  |  | ✔ |
| Overview of Ideation Process | ✔ |  |  |
| Implementation Plan (½ page) | ✔ |  |  |