Minutes of meetings

1st Meeting – Christine Evain - 01/02/13

Presentation of the project to our tutor: Sounderbox is a box that allows customers to directly choose songs they want to listen in public places they frequent. Customers can connect with their smartphones on the website of Sounderbox, choose songs and add them to a playlist. Then the Sounderbox receives information and sends it to the general playlist that appears on a screen. The order of songs is determined by the votes of clients. This concept is suitable for several places: bars, cinemas, camping, sports halls, festivals, shopping centers

The project is composed by two parts:
A marketing part:
– Meet clients, talk to them about the Sounderbox, see if they are interested in, what keywords they would type on search engines to find a playlist and then what they think about the concept.
-Detail for each segment value propositions: we will write the contents on landing pages tailored to each of these segments.
- Find the keywords that customers would type on search engines, and make landing pages
A technical part:
- Encode web pages: multipage website

The meeting was a brainstorming about the project and the questions we will ask to our tutor Clément. Some questions must ask to the client:
Who will take the photos for the website? Do we have to conduct a survey? Which argument will we put forward?
Souderbox wants to target different customers and create a landing page for each of them:
How many? What will be the structure of the landing pages?

1st Meeting – Myriam Servières - 04/02/13

Advices of our web-development tutor:
-establish a schedule
-get the CSS of Sounderbox website and work with it
-ask to our client what browser should we test our landing pages
-send to our tutor an email per week to keep her informed of our progress
-make a bibliographic research on how pages are ranked on Google

2nd meeting - Christine Evain – 12/03/2014

We presented our project progress: the results of our marketing study which was done by surveys.
The next steps:
-finish our marketing study: conduct surveys of bars, bigger fitness centers, cinemas and the Cité des congrés
-present our marketing study to our client and maybe focus our project on some specific targets

2nd meeting- Myriam Servières – 19/03/2014

We presented our project progress: the results of our marketing study and the main structure of our landing pages.
The next steps:
-use a wireframe to structure our pages
-take the CSS of Sounderbox website
-make our landing pages' structure agreed by our client