



Team Vendr: Client Kickoff Report

02.20.2021

Client:

Cameron Chin

Members:

- Rezylle Milallos
- Brandon Palonis
- Pranav Shinde
- Shubhankar Singh
- Effie Wang



Where

Zoom: <https://rit.zoom.us/>

Agenda Summary

Client Goals

- Client has prepared NDAs for the team out of an abundance of caution
 - NDAs were sent to group members via email
 - Client has also indicated that evaluated users must also sign NDAs
- Client has specified that the easiest method of communication would be via discord server that the client already has created here: [REDACTED]
- Client has indicated that they are looking forward to the UI evaluation of Vendr
- Client values open communication between members of the Usability Testing Team and discussed setting up a **weekly standup**
- Client has stated that they would like their earliest MVP to be released by April 15th
- Application is cross-platform and browser-based (mobile, PC)
- Client has stated that twice a week a new version may be released
- Client has stated that the application will be available for both iOS and Android and they will be similar in terms of functionality apart from a few design specifications
- Client has indicated that accessibility is a focus and issues such as color blindness are important to address
- Client has expressed that they would like some help on the feedback system for the Usability Evaluation

User Profiles

- Men age 18-30, interests include:
 - Niche Collectables (eg. , Anime Memorabilia)
 - Shoes
 - Anime
- Group agreed to a minimum of 5 people and no more than 10.

- A wide range of users would be ideal
- Casual App Browsers
- Deal-Determined Shoppers
- The client would be more comfortable if the evaluators sign the NDA.
- The client has indicated that they would like people with a background in online selling to test the app as well as potential buyers

Procedure

- The client is flexible with the mode of evaluation (in-person vs. online)
- Recording of the testing would be beneficial for the client
- The client is not in the position to provide any monetary benefit for the evaluation

Deliverables

- A formal document was stated by the client to be the best way to move forward with deliverables
- A formal heuristic evaluation report will be provided to the client by the team by the week of 2/22

Misc. Notes

- Client demoed the project for the usability testing team,
 - Create an Account
 - Also verify the account through other social networks
 - Curated Searches
 - Categories based on Editable Tags
 - Swipe-able items for sale
 - Messages regarding incoming offers
 - Accept or Deny
 - Leave star-rating reviews both as a buyer and a seller
 - Items have local-pickup components
 - Shipping will be integrated with tracking numbers and payments for the same through PayPal.
 - Users may be able to promote their items to allow for greater visibility in the future

- Client specifically mentioned trading cards, shoes, and anime memorabilia as key items for the app to help sell
- Application has filter features for the items for sale

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- App Pitch
 - Verifications (**More Trust**)
 - Easy Communication with Seller
 - No Direct Searches for the application. More like a window-shopping experience
 - Simplicity
 - No Seller Fees
 - Users should be able to feel relaxed while navigating through the experience and not overwhelmed
 - The client expressed that the mobile application would be focused more by the end-users.
 - The browser version will be more polished as the MVP for **April 15th**