

Relaunch – 2 – Meeting Notes
[Discovery Meeting]

Client: Yasmin Kanani

Introductions

- Career advisor
 - o For people who are not sure what steps to take in their career
 - o Both for the “what career to take” & “how to get into X career”
- Her Assessments/Work
 - o Helps clients find jobs according to skills, values & personality
 - o Balance between aptitude (what they’re good at) vs enjoyment of work
 - o Helps clients clarify their wants and desires
 - o Explore options
 - o Find what resonates with her clients
 - o Helps them find resources and steps needed to get into industry
 - o > She uses the Business Model Canvas (trademark) a lot
 - o “Where are they now? Where do they want to be?”
- Background
 - o BCIT Contractor: Co-Op Education Coordinator
 - o Career Transitions Consultant

//UX

Target Audience

- Personals
 - o People unsatisfied with their line of work
 - o Fresh Graduates
 - o Parents returning to work
 - o Confused, unfulfilled professionals
 - o Entrepreneurs
- Age Range
 - o 18 – 55
- Top Persona(s) – focus on these
 - o Fresh Graduates
 - o Parents Returning to work
- Method of discovery
 - o Most likely (& currently) through personal referral
 - o *Client does want her site to generate fresh leads in the future*
 - o Through social media in the future – currently may get some referrals via LinkedIn (though she is very busy, hard to have consistent social media presence)

Site Purpose – Advertising / Brochure

- Generate & keep interest in site for target audience

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- Have them contact Yasmin via site / email

Is there an existing site?

- No site or content yet***
- Have vague idea of what parts to include

Site Message

- Yasmin can assist those looking for career related issues
 - o Career advice
 - o Career direction
 - o Career change

Website Examples:

- <https://www.kathart.dk>
 - o Graphics, white space, clean layout, navigation, mobile navigation
 - o Favourite of the options
 - o Balanced of friendly, professional
- <https://ionbenjamin.ca/>
 - o Visual, clear purpose, sidebar
- <https://www.thisisyoke.com/>
 - o Animations, interactions, warmness, friendly
- <https://workbysimon.com/>
 - o Interactive circles, white space

Content Organization

- Drafted Content Groups: Home, About, 5 Step Plan, Workshops, Contact
 - o Home – questions to hook visitor (“are you happy with your career?”)
 - Reference / display of 5 Step Plan
 - Testimonial(s)
 - o About – introduces Yasmin (impression: friendly, disarming, kind, relaxed)
 - o 5 Step Plan – raise viewer confidence with method/process, short descry for each
 - Business Model Canvas is part of Step 3
 - Prompt to contact Yasmin in this section
 - o Events / Workshops – she plans to host short Career Workshops for people who do not need the full career consultation package via Eventbrite
 - Alternative if they do not feel like taking full programme
 - Bring people together
 - Potential recruits
 - Business Model Canvas by itself
 - Options to sign-up for workshop event updates
 - o Testimonials – client testimonials
 - Short, (potentially) anonymous testimonials (clients are shy to admit)
 - o Resources – questionnaires, quizzes
 - Business Model Canvas

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- Interview Questions
- Resume Builders
- Additional resource links
- PDFs? Or coded/linked content
- Contact – Her contact information, via form (and maybe social media)
 - Form fill-in
 - Correspondence: Website > Email > (Phone?) > Live Meeting
 - LinkedIn
- Focus is on highlighting the 5 – Step Plan
 - Needs to be most noticeable

Functionality

- Likely parallax scrolling
 - Short content is the plan
 - just to raise viewer interest to contact
- Header like kathart.dk website
- High level of interaction with site visitor (effects, movement, visuals)
- 5 Step Plan needs to be interactive with visitor**
- Other content display/showing unconfirmed (due to lack of content)

//Design

Logo

- Logo exists - (3 arrows):
 - Blue, yellow, green, white, black
 - Too many colours
 - Arrows
 - Does not bring up career / advising / mentoring impression wise
 - Open to revision**

Branding

- Undecided
- Approachable, friendly, relaxed

Website Name

- Undecided
- Currently “Relaunch”, but not confirmed and possible second thoughts

Ideal General Impression

- Direct
 - Low filler, mostly content
- Clear
 - Short information blurbs

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- Concise
 - o Bullet points, etc for information
- Interactive
 - o Content is interactive to relate to viewer

Fonts

- No preference
- Direct, clear fonts
 - o Nothing fancy or excessive

Colours

- No favourite colour
- Up to design

Photos vs Graphics vs Animations

- No preference, up to design
- Ikigai graphic
 - o Is preferred but *only if it does not take away from 5 Step Process*

Slideshows / Moving visuals

- Necessary

Part Proposals

- Home
 - o Asking questions
 - o Moving dots (zig-zag, chaotic > settling down)
 - Maybe: 3 circles – each with a major career concern
 - o Call to Action
 - 5 Step Plan
 - Questionnaire
 - o Impression
 - Reflective
 - Lead visitor to interact with site
 - o Image Slideshow
 - o Option to book appointment
- About
 - o No proposals
 - o Impression
 - Relaxed, disarming
- 5 Step Plan * main site focus
 - o Visual
 - o Interactive
 - o Interactive Stair / Levels / Blocks
 - o Prompts – Contact / Message / More information

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- Events
 - o Visual
 - o Interactive
- Testimonials
 - o Mostly text
 - o Small Icons / Graphics
- Resources
 - o Mostly text
- Contact
 - o Visual
 - o Prompting viewer

//Process

Timeline

- Time constraints
 - o Deadline October 18th
- Lack of content
 - o Content in-between now and Monday 23rd, September at 3:00 pm.

For Client

- Needs to prepare content
 - o Can send parts at a time
- Decide on branding
 - o Name
 - o Message
- Customer Testimonials
- Page content
- Any other additional content that would be featured on site

**** Needs to be in before Sept 23****