

BI-WEEKLY REPORT

TEAM 29: CESAR FERRADAS, DIANA IONESCU, THOMAS ESPACH

PROGRESS OVERVIEW

Successes/Progress:

- Achieved our main goal: meeting with the client for first contact.
- We have been sent the brief of our project

SUMMARY OF MEETINGS

Meeting 1: First Team Meeting (06/10/2016)

Meeting team members and assigning our roles. We have set up an Asana account for this project where we will keep track of our tasks to make sure we all work on what we have assigned each of us to do. A shared Google Drive has been set up too for ease of file sharing and collaborative work. This is also where we will write up all the documentation and research for our project as we go. We also emailed the client for the first time to set up a meeting.

Roles are as follows (roughly, this can change throughout the project slightly):

- *Cesar* (leader) - Chief Researcher, Deputy Technical Lead
- *Diana* (deputy leader) - Chief Editor, Client Liaison, sub-Researcher
- *Thom* - Technical Lead, Sub-Editor (inc. website), sub-Researcher

Meeting 2: Client First Contact in Net-a-porter office (10/10/2016)

We met at the Yoox Net-a-porter (YNAP) offices to get an introductory meeting with our client and about what we will be working with. The client had a number of ideas for this project, most of which being intentionally vague so that we can build upon them. The key idea being how e-commerce can embrace VR / AR or artificial intelligence and to investigate how this could change the shopping experience. Also, we were told to bear in mind that we are providing a digital service for EIP's (extremely important people, i.e. high wealth customers).

The themes we identified that could be included are:

- A digital wardrobe of previous purchases.
- View and interact with the products in a more tactile way.
- Explore the net-a-porter office and receive the personal shopper experience.

- A customer service “chat-bot”:
 - Utilises natural language processing to help customers with customer service related questions
 - Recommendation for related products from images, gifting ideas in price brackets, information about size and fit, returns policy information etc.

Meeting 3: Defining Requirements (11/10/2016)

The team met as a group to start some preliminary research into already existing technologies or competitors that use VR / AR in the shopping experience. We have documented this into the Google Drive. Have also looked into the programming techniques involved with VR but we need more research into this.

TASKS COMPLETED

This first week of the project we achieved our main objective which was to meet with our client to familiarise ourselves with the project and business. We also have our brief so we are completely on schedule.

PROBLEMS TO RESOLVE

No problems have come up yet; everything is on track.

PLAN OF ACTION

- Continue to research potential existing solutions to our project and the available technologies we can take advantage of to make the project successful.
- Document any findings and start learning technologies that may help with our project.

INDEPENDENT WORK

Cesar

Established the Asana account to keep track of our work, and established our main method of communication (WhatsApp). Began researching the VR / AR technologies available.

Diana

Emailed the client for first contact and arranged our first meeting. Contributed to the preliminary research of VR / AR.

Thomas

Took notes in the first meeting with the client and then reported to the rest of the team and wrote them down in the Google Drive.