

Wegmans

Curbside Delivery App

Kickoff Meeting Agenda

Meeting Attendees

Client:

Renee Carver

Customer Feedback Project Manager

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Rochester Institute of Technology Usability Evaluation (UE) Team:

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Janhavi Verma

(Point of contact)

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Approximate Timeline:

Proposed Activity & Leader	Activity Description	Proposed Time
Personal Introductions Janhavi Verma	A brief introduction of both your team members and ours, and brief icebreaking activity.	10 mins
Consent Declarations RIT UE Team and Wegmans Team	Asking for consent, recording and transcribing meetings/sessions.	10 mins
Project Debriefing Wegmans Representative	A description of your product/service, and your expectations from our team.	30 mins
Task Walkthrough Wegmans Representative	A demonstration of your product/prototype in action, some common function walkthroughs.	15 mins
Project Scope Madhura Valvaikar	Description of project purpose, vision and scope.	5 mins
Question & Answer Session RIT UE Team	Questions from our team to yours, regarding various aspects of the project. <i>Refer Section: 1 to 3</i>	30 mins + 15 mins
Wegmans Policy and Compliance Wegmans Team and RIT UE Team	Signing any documentation regarding Wegmans policies, legal considerations, IRB certification requirements, NDA, etc. Discussing terms of data privacy, use, and storage.	10 mins
Setting Milestones and Availability Wegmans Team and RIT UE Team	Determining a timeline for meetings, debriefings, and project updates.	10 mins
Meeting Conclusion Wegmans Team and RIT UE Team	Closing statements and the end of the meeting.	5 mins
Total time:		2 hrs, 20 mins

Questions:

1.1. Product/Service Related

- Who are your target users?
- Does your demographic generally access via a particular device?
- What is the critical set of actions on the website/mobile application for your users?
- Was the website/mobile application designed in-house?
- What are your favorite parts of the website/mobile application?
- Are you particularly/specifically concerned about some features?

1.2. Business Related

- What are your fastest moving products? How do you draw attention to them?
- How do you market your website/app?
- What are your website statistics? Traffic, clicks, etc.?
- What are the download and usage statistics for your app?
- What is your current net promoter score? At what stage do you want to test it?
- What do you feel are the strongest features of your service, especially in contrast with the market competition?

2. Usability Evaluation Process Related

- Are you interested in expanding your website's/mobile application's accessibility (for disabled users)?
- Should we check on multiple browsers and/or multiple operating systems?
- Should we check for website responsiveness (mobile browsing vs. web browsing)?
- What is the approximate expected timeline for completion?
- What outcomes are you expecting out of the Usability Evaluations?

3. Miscellaneous Questions

- What is your preferred mode of communication, especially with the current design team?
- What frequency and kind of communication do you expect of our team?
- Are you willing to invest in incentives for voluntary user evaluators?