

Review:

- Go over 3 branches
 - Portability (Kidus):
 - Use Figma
 - Mobile-friendly templates from LivePerson
 - Update to new template
 - Make a copy of website to test templates
 - Website Functions/Pages (Isabella & Alexa):
 - Show pop up window update
 - Design updates for efficient initial popup
 - Currently conducting a survey for the how-to guide/tech safety of browser history
 - Marketing (Alex):

Questions:

- Portability:
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- Website Functions/Pages:
 - Do you have any input on the browser history section of the website? (how to delete browsing history)
 - How do you create a tab like the live chat tab on the website?
 - How do you edit the emergency escape pop up visuals (not the text)?
 - Do you know how the business hours code works?
 - How do you edit the purple box (size) and green/orange bar?
- Marketing:
 - Do you want physical flyers? Or can we just stick with social media?
 - Any other ideas on marketing other than social media? (since that is what last year's group was focusing on)
 - Are there any improvements on last year's marketing campaign that you are looking for?

Agenda:**Time/Date:** 3:30pm - 4pm, October 27, 2022**Place:** Zoom**Purpose:** SafeChatSV Meeting Update**Members attended:** Alexa, Alex, Kidus, SafeChat Reps - Ianna, Alli

Time	Topic	Lead	How	Expected Outcome
3:30	Start Meeting	all	Greetings	N/A
3:33	Website pages/functions	Alexa	Explain current situation + ask questions	Insight on Wordpress navigability for project work
3:40	Portability	Kidus	Explain current situation + ask questions	Update on work and further actions
3:45	Marketing	Alex	Explain current situation + ask questions	Find best marketing strategy and possible new ideas
4	Following meetings + agenda	Alex	Inform them	Inform SafeChat Reps on how/when we will contact them

Meeting Notes:

- Alex: gets meeting started + meeting agenda
- Alexa Update (website pages and functions)
 - Editing the pop up window
 - Colors
 - Layout changes to better reflect the business hours and date
 - So people know when to log in
 - No major changes yet because unsure about visuals for wordpress
 - Ianna → popup examples
 - Click the pop up in wordpress and go to the text
 - Customize visual → go to display
 - Business hours code
 - Appearance → widgets
 - Color change can also be found in the widgets box (paintbrush)
 - Unsure where the orange and light green are coming from (might be from the popup widget)
 - Inactive widget ?
 - Unsure if you can change the font size for the days
 - Ask Ganlin for extra support
 - Have other teams worked on deleting browsing history?
 - Not yet. They really liked this idea

- Find something that can delete only browsing history for the page
 - If no API, make a How-to delete browsing history page
 - Liked the idea
- How to create a tab similar to the live chat feature?
 - Answer: code is through live feature
 - Pop up at the bottom of the screen could work as a widget
 - They don't want an overwhelming amount of popups
 - 4 options for popups
 - After person is on site for certain amount of time, popup appears
- Live person code
 - Go to slider → slider revolution
 - Can duplicate what they have right now to play around with it (encourages to do this)
 - Can find live chat code here
 - If theres is another app/widget, let them know and they are flexible
- Portability - Kidus
 - Learning how to use Figma + wireframes
 - By Tuesday
 - Next weekend, using color and placement, design
 - Ianna - will be going into Wordpress to match wireframes with website?
 - She seems to want to match with Wordpress
 - Kidus - using iphone 14 pro as size template
 - When giving the images, they will be sized correctly to other phone models to be implemented in Wordpress
 - Not going into Wordpress, just layout
- Marketing - Alex
 - Goes over Figma advertisements
 - Ads are versatile - Instagram story, post, poster, etc.
 - Trouble with creating more visually appealing poster because of heavy wording
 - Questions
 - Social media vs. actual posters
 - Alli - just focus on social media post for data collection
 - Can send results of last quarter
 - By end of week, try posting something to test analytics
 - Alli can schedule post
 - Research and branding team wants colors to match
 - Will share document
 - Change color and add logo
 - Improvements in general
 - Alli - don't know how to branch out of social media / posters
 - If we have other ideas, feel free to ask and try them
 - Ganlin mentioned Google Ads - need budget
 - Ianna - Safechat flyer at Kaiser, food court in SJ
 - Already have physical posters

- Optimization and analytics idea
- Increasing followership on social media (instagram)
 - More likes, engagement
 - Bingo social media fundraiser ?
 - Marketing without flyers
- Alex - promoting on our social media + SCU community?
 - Alli - as long as we are comfortable with it
 - Doesn't conflict with them
 - Check in with Ganlin + Cindi
 - Ianna - Brand ambassadors
 - Tabling