Client Interaction Report

Team: 05

Project name: Meta Nutrition Blog

Meeting date: 09/15/2020

Meeting Participants:
Clients – Simone Zienna, Austin Marks
Students – Adit Dharia, Aditya Shinde, Akshay Jain, Aman Mahajan, Arnav Jalui, Ayush Jain, Elnaz Ramezani, Soham Chitalia

1. Project overview
   a. Current problems

The current Meta Nutrition blog is built on Wix. The most critical problems in the current system is the lack of customizability and limited SEO capabilities. Another facet that needs to be addressed is the limited degree of control over comments in the Wix blog.

   b. Main stakeholders

      i. Key decision makers - Simone Zienna and Austin Marks are key decision makers on behalf of Meta Nutrition. Adit Dharia will be the key decision maker on behalf of the CSCI 577A software engineering team.
      ii. Domain experts - The in house dieticians and nutritionists at Meta Nutrition are the fitness and health domain experts. They write articles to be hosted on the blog. Simone Zienna is a technology expert, who also doubles up as a health and fitness expert. Austin Marks handles the business side of things at Meta Nutrition.
      iii. Maintainer(s) / operator(s) - Simone and his team of engineers at Meta nutrition will be the primary operators once this system has been developed and will also take up the responsibility of maintaining the system.
      iv. Target users - The Meta Nutrition blog is and will be targeted towards anyone who wishes to follow a healthy lifestyle. The blog will also be targeted towards existing customers of Meta Nutrition and also towards users who end up on the blog from an external source like Google. In the latter case, the aim will be to convert a regular blog reader into a Meta Nutrition customer.

   c. Current workflow

The workflow in place right now requires the dieticians and nutritionists to hand over the article to Simone and his team of developers once they’ve finished writing an article. The article is then reviewed and finally published on the Wix platform web builder.

d. Potential quantitative benefits

We expect to see an increase in the number of users reading blog articles. This will eventually lead to an increase in the number of paying customers, thus driving up revenue of the company.
e. **Potential qualitative benefits**
   A new blog with better SEO will drive brand-recognition and lead to an increase in reputation. The entire process of pushing out an article will become less stressful.

2. **Technical overview**

a. **Current technologies used / considered**
   Current: Wix, Next.js  
   Considered/Proposed: Next.js, Express.js, MongoDB, Amazon Web Services

b. **Current status of the system development**
   Current blog is developed and hosted on Wix. A completely new blog needs to be developed from scratch.

c. **System dependencies**
   Amazon Web Services

d. **Similar product(s)**
   Health fitness blogs like MyFitnessPal.

e. **Key features / capabilities**
   Easy to add and maintain articles  
   Ability to comment on and like an article  
   Sanitization of comments  
   Search functionality  
   Easy navigation based on topics

3. **Key terminologies**

- SEO – Search Engine Optimization  
- Dieticians – experts who write blog articles  
- Nutritionists – experts who write blog articles  
- Users – people who read and comment on articles  
- AWS – Amazon Web Services, a cloud service provider  
- Next.JS – Framework based on ReactJS for frontend development  
- MongoDB – NoSQL database program

4. **Action items**

- Gather and understand requirements from clients  
- Perform win-win negotiation and come up with win conditions  
- Set up Trello board and provide access to clients