

Bord Bia Post Mortem - Reviewing the overall experience-20260320_130207-Meeting Recording

20 March 2026, 01:02pm

1h 9m 32s

● **Desmond Leo** started transcription

DL **Desmond Leo** 0:04

Um...

Mm.

All right, let's...

So you've got a shared document somewhere. Should I open that up?

DB **Danny Bowles** 0:16

Yeah, I I've got it open here.

The.

Okay, and is this, well, I would I would kind of say first that the client is very happy with this platform or be a...

They were very, they found very useful, easy to use, much better than previous. They could see it all in one place and it satisfied very much their need and our need for them was they could be as engaged or not as they wanted. In some cases, for some clients, they jumped right in, they did loads of stuff, for others, they did.

barely anything. And so it, yeah, it fit that need well. In terms of the end client, the Mary of it all, don't really have much feedback from them, but frankly, no news is good news from them. Like they wouldn't be, they wouldn't be slow to complain.

DL **Desmond Leo** 1:16

Account.

DB **Danny Bowles** 1:17

and we didn't receive any of those other than like fixes that we need to do for them but stuff and largely that was their own human error rather than anything else. So as far as we're concerned, it hit what we need to do and the client is very happy with it and the client.

from the very start of this project saw that we are taking a real step change forward

and has continued to kind of say that throughout the process. And that's gone into the research design, that's gone into the thing, like the client is thinking very positively of us and the design of these kind of things.

DL **Desmond Leo** 1:44
OK.

DB **Danny Bowles** 1:54
Purposely, for this project, is a real kind of key pillar of that.

DL **Desmond Leo** 2:00
Cool. And so the changes that you have noted here are all effectively like operational changes in terms of like how you guys access the stuff to make life easier for yourselves. Okay.

DB **Danny Bowles** 2:06
Yeah.
Yes, exactly.

GW **Gary Walsh** 2:14
I was going to say the but there is going to be massive. But we didn't.

DB **Danny Bowles** 2:20
Dev.

DL **Desmond Leo** 2:22
The.
Before we get into, before we get into the stuff that you guys had, did the client have any feedback in terms of?

DB **Danny Bowles** 2:25
No, like, yeah, go on.

DL **Desmond Leo** 2:34

stuff that they would want to be able to do, or is their experience essentially buttoned up?

DB **Danny Bowles** 2:40

Their experience is in here, so anything that they would have said, I've included in here, and would align to stuff of stuff that we would have said as well, anyway, yeah.

DL **Desmond Leo** 2:41

App.
Okay.

MH **Michelle Healy** 2:52

Yeah.

DL **Desmond Leo** 2:52

Ohh, OK. The within this document.

DB **Danny Bowles** 2:57

Yeah.

DL **Desmond Leo** 2:58

Do we split out the comments according to Danny View and Mary View? Or sorry, Danny View and Fiona View? Or do we, is it just everything is like some, we're going to have to kind of tweeze out?

DB **Danny Bowles** 3:09

And Maryview. Yeah, we, we, we, let's work work that out as we go through, but yeah, I think that probably makes sense. So, are like some of this is about the outputs which kind of Gary did for us, but that the Master Excel, yeah, there was a couple like it was a...

DL **Desmond Leo** 3:14

Cool.

DB **Danny Bowles** 3:30

There's a couple of things with the Master Excel that we needed to fix. For example, if...

If anything was in the white box, i.e. what the client first put in.

and not in the grey box, i.e. the review question.

What was in the white box, it didn't get, it didn't get transferred over to the Excel.

Only what was in the grey box, i.e. what was the review question, got transferred to the Excel. So we had to go back and compare with the... Go on.

DL **Desmond Leo** 3:56

So this master Excel artefact was something, Gary, that you created. It's not something from our platform, right?

DB **Danny Bowles** 4:00

Yeah.

GW **Gary Walsh** 4:03

Correct.

DB **Danny Bowles** 4:03

Correct. Yeah.

DL **Desmond Leo** 4:04

Okay.

You know what would be great, because I mean at some point we will want to export that into our own system, is to have an example of a master Excel file where...

DB **Danny Bowles** 4:09

Account.

DL **Desmond Leo** 4:20

The final layout is correct, because then we can build that into consideration.

GW **Gary Walsh** 4:25

Well, we have, like, we have the Excel now.

DB **Danny Bowles** 4:28

Exactly.

And...

And I don't know how you.

GW **Gary Walsh** 4:33

I have a I have a broader solution to it, but I'll wait until we're through all these points in a second.

DB **Danny Bowles** 4:35

Yeah.

Like that, that's specific to this project, like we won't we we won't be building an Excel that looks like this for for for other clients.

GW **Gary Walsh** 4:39

Yeah.

DL **Desmond Leo** 4:44

Can I?

GW **Gary Walsh** 4:44

No, we should never have done that. I mean, that was a known thing. I knew I was going to have to do that just because we want time. But the process of doing it has highlighted a few things.

DB **Danny Bowles** 4:49

Mm.

DL **Desmond Leo** 4:54

Can I just take a step back and ask what was the purpose of the Master Excel? When did you use it?

DB **Danny Bowles** 4:56

Yes.

I need to go from...

GW **Gary Walsh** 5:05

Prescriptive.

DB **Danny Bowles** 5:05

The plot, the platform to go into our script.

DL **Desmond Leo** 5:08

Oh, for scripting. Oh, I see.

DB **Danny Bowles** 5:10

Yeah.

GW **Gary Walsh** 5:10

Tripping.

As Danny said, everything was in a single text box. The question text, the option text, the stimulus rules, everything, everything was in there in one big BLOB of text. So the guys had to parse that out individually. And in particular, we had statements which were tracked as questions. So they needed to be split out. So there was a lot of work to just very specific to the.

DB **Danny Bowles** 5:11

This is the.

DL **Desmond Leo** 5:12

Right.

Right.

App.

GW **Gary Walsh** 5:36

This Brand Builder Surveys.

But in general, the fact is that we have just one big BLOB of text.

Even at the very basic question and answers, it was all just looked together. So the

purpose of the Excel was A, the guys had no way to quickly cheque it all on one screen. So I dumped everything into an Excel and then we used that Excel to verify everything and to give it to the scriptors.

DL **Desmond Leo** 5:45
Yeah.

MH **Michelle Healy** 5:48
Mm.

DL **Desmond Leo** 5:57
Yeah.
Right.

GW **Gary Walsh** 6:00
But again, I knew I was going to have to do that from the start. I was crystal clear of need to do that. But I did.

DL **Desmond Leo** 6:05
Theoretically, for the future version, we're actually going to just automatically transport into Notepad and you can see everything in one.

GW **Gary Walsh** 6:12
But so this is like, I'll just jump straight to it. Like this is the reality is that the client, the Mary side should have been using the notepad.

DB **Danny Bowles** 6:14
Yeah.

DL **Desmond Leo** 6:19
Mm.

GW **Gary Walsh** 6:19
Because the notepad would have given us the instruction text for the for the filters. It would have give us the question type, the question text, the option, you know, it

would it's already broken up, then it would move directly into now I can't.

I don't know why we didn't use the notepad.

I think we just didn't. I think we just didn't think of it. That's the honest truth. I think we designed it without thinking about that process. And unless I'm missing something, I racked my memory. I was trying to think, was there something?

DL **Desmond Leo** 6:39
We.

MH **Michelle Healy** 6:51
Is the notepad easily import last year's stuff? Maybe that was it.

GW **Gary Walsh** 6:56
No, but I mean, like we couldn't, we had to write that code to do the import for last use as well, anyway, so...

DL **Desmond Leo** 6:59
Dev.

MH **Michelle Healy** 7:00
OMG.

DL **Desmond Leo** 7:02
There were different UI components that we didn't port over from the notepad. So it wasn't an exact copy. It was like a separate instance of it. I remember.

GW **Gary Walsh** 7:09
No, but why didn't we use that structure, basically, that construct of having a predefined question text out, you know, answer instructions.

DL **Desmond Leo** 7:16
Yeah, yeah. Okay.

GW **Gary Walsh** 7:18

It, it, it is very 'cause again, we're gonna a little bit off tangent here, but it falls to the rest of these comments that are gonna, it's gonna be very common or common.

DB **Danny Bowles** 7:24
Yeah.

GW **Gary Walsh** 7:27
If we also think about it from an omni point of view, not just a brand builder, because we can't, when we're going to make these changes, we can't just keep the brand builder in mind and forget the omni, because one of the biggest things we want to do is an omni. The same principle would apply if you were doing an omni. We wouldn't be able to script it because we have a big blob of text. If we had it as, if the Mary side was using.

DB **Danny Bowles** 7:35
Mm mm.

GW **Gary Walsh** 7:47
some version of a notepad type construction.

MH **Michelle Healy** 7:52
Book.

GW **Gary Walsh** 7:52
The vast majority of the issues that we had would have been solvable in platform.

DL **Desmond Leo** 7:58
Okay.
Okay, so that.

GW **Gary Walsh** 8:00
Check, checking it, making it visible, the rule differentiation, the types, you know, for statement, statement could be added as a as a as a question type, you know, there would have been a whole heap of things that we would have been able to do if we if

we get to it, and again, like I say, when we go to the OMahony, we kind of have to do it that way, because we want to do it this way anyway.

DB **Danny Bowles** 8:09

Mm.

DL **Desmond Leo** 8:18

Yeah, okay. So we can upload, okay, so we can upgrade the editor bit to a notepad. The second point, I have all client criteria in the platform to download to.

DB **Danny Bowles** 8:18

Yeah, yeah, it.

Again, so I'm only starting at the start because it's the start. Like this is by no means in order of importance. This is just in terms of written down. Basically that the output Excel would also include whether they've signed up for workshop. That first page they had with the.

DL **Desmond Leo** 8:36

Yeah, that's fine.

DB **Danny Bowles** 8:46

that Mary had when she entered the platform, when she was approving what additional services, the amount of dashboards that we would have that in an Excel, like in that was written down by.

DL **Desmond Leo** 8:56

Walk me through.

Uhh...

And, and sorry, what was what's the purpose of that? Just so that you have everything on paper in terms of what someone's asked for?

DB **Danny Bowles** 9:05

Yeah, to be like.

Yes, exactly. We do have that, like Gary shared that. It's a separate document, to be frank. I'm not precious about this one. Again, this is just our compilation of notes that

would have been put in by Rusty. I suspect he just didn't know there was another document available to do that. It was for finance. Yeah, yeah.

GW Gary Walsh 9:19

I.

It was for finance. I'd send it to, I had to send it to Kelly to send it the invoices. So that's what that document was used for.

DB Danny Bowles 9:27

Yeah.

Yeah.

DL Desmond Leo 9:29

All right, so we've got...

MH Michelle Healy 9:30

I think it's also useful to have an all in one place as well. It kind of helps us start framing when writing the questions. I suppose if that you're talking about coming out in the Excel, but I don't know, like just thinking about like, oh, we're going to be having a workshop for these people. It's kind of useful to think like, okay, so maybe this is something we can.

GW Gary Walsh 9:39

Concept, I think.

DB Danny Bowles 9:42

But I think, yeah.

Indeed, actually, yeah, that's a good point. It's rather than on a downloadable Excel off the platform. On the platform, we should be able to see very quickly how many dashboards they have, what additional services they have, as well as brand context, as well as competitors.

GW Gary Walsh 10:02

You can't currently see it does he if they when they went in and they bought the additional service you can't see it

DB **Danny Bowles** 10:02
And.

DL **Desmond Leo** 10:07
Okay, so we just have to show that into the dashboard. Okay.

GW **Gary Walsh** 10:08
So, we have to show it, yeah, but just, and just to fly, I gotta flag the parts here that we need to think about longer term, Liuzzi, is that again was very static to Brand Builder.

DB **Danny Bowles** 10:10
Yeah, that's it.

DL **Desmond Leo** 10:13
Yeah.

GW **Gary Walsh** 10:19
We need to have a construct for additional services that might happen in anomaly too, like for this only, you want to have a PowerPoint report, you want to have one, yada yada yada, whatever.

DL **Desmond Leo** 10:19
Okay.
Yeah.
Okay. Okay.

DB **Danny Bowles** 10:32
Just on that piece on the notepad, just a question of like...
Like it by no means a tangent, it's really important. It was a long bit of exercise for us as in terms of getting that Excel and adding having to add all of the instructions as we as we would always write it. Is it please select all? Is it select all that apply? Is other specify? Is it other please specify like?

GW Gary Walsh 10:42

Mm.

DL Desmond Leo 10:47

Yeah, it should be on. It should be automatic for you guys.

GW Gary Walsh 10:52

Yeah.

DL Desmond Leo 10:53

Yeah.

GW Gary Walsh 10:55

Yeah.

DB Danny Bowles 10:56

There should be a, whether it's AI function within that to help kind of close things out, but making sure that automatically everything that should have it has an other police specify in the exact way that we like to write it and that police select all. I wouldn't like, in terms of the merry view,

MH Michelle Healy 11:10

Yeah.

DB Danny Bowles 11:15

I still don't want her to have to choose what like select what type of question this is, who this should be asked of because that's our job. Like these are marketing, these are marketing or salespeople. They're not so there's a.

GW Gary Walsh 11:21

Yeah.

Yeah.

DB Danny Bowles 11:27

How do we make it as easy as possible for them who are not researchers to just put in, here's my idea for a question. But we, when we download from the platform, can very quickly understand what type of question it is and the criteria, etc.

GW **Gary Walsh** 11:33
Mm.

DL **Desmond Leo** 11:34
So.
So the ideal flow.
So the ideal flow is theoretically, they have just some place to write in a BLOB comment. And then you come in and have a process to formalise into a proper notepad structure where all of the different elements, options, instruction text, and stuff have been.

DB **Danny Bowles** 11:55
Mhm.

GW **Gary Walsh** 12:04
Hmm.

DL **Desmond Leo** 12:06
Classified also, ideally.

DB **Danny Bowles** 12:07
Yes.

DL **Desmond Leo** 12:11
If AI took a first stab, you'd be okay with that too.

GW **Gary Walsh** 12:14
Danny, did you, did you just populate the stimulus rule, or sorry, the philtre rules? Was that you or was that the clock? Was that Mary? Like, you know, show if they said that Q5 that was us. So Mary would only have ever put in the question text and the option, the option text.

DL **Desmond Leo** 12:15
Is.

MH **Michelle Healy** 12:23
That was us.

DB **Danny Bowles** 12:23
No, that was us. That was always us. That was.
Yeah, exactly.

GW **Gary Walsh** 12:31
Maybe a little bit of context of what they're trying to achieve with that question.

DL **Desmond Leo** 12:31
Right.

DB **Danny Bowles** 12:35
If they put in the question and the question text, they wouldn't give any context. If they had an idea of what they wanted to find out but didn't have a question, they'd just put in context.

GW **Gary Walsh** 12:43
But would it be helpful if you had that separate as well? So, you know, Mary was gone, here's the reason why I'm doing this, you know, they don't have to put it in.

MH **Michelle Healy** 12:52
I think for 90%, 95% of people you didn't need it and it would confuse the situation. Like there's probably the 5% where they had something that was quite confusing and you had to go back to them. I think putting it in for everyone would weaken their perception of us.

DB **Danny Bowles** 13:02
Yeah.

GW Gary Walsh 13:06
OK.

DL Desmond Leo 13:07
****.

DB Danny Bowles 13:07
Yeah, I'd agree with Michelle there. Like, if we need clarity, we can do that via the comments, but for the vast majority.

GW Gary Walsh 13:13
Yeah, we we could do a we could do a version of the notepad where it's like the notepad again, the construct that we currently have, not where it would be, has things like a checkbox to add other, right? You just cheque it on and it will add the other and then it will have all the right text and it has randomised and.

DB Danny Bowles 13:28
Mhm.

GW Gary Walsh 13:32
whatever, whatever, all the little things, but we can, and the question type, single choice, multi-choice, etc. and the instruction text for the programmer. We could hide all of those for Mary, so she only puts in the question and the option and you have to fill out the rest before it goes over. We can do.

DB Danny Bowles 13:38
Mmh.

GW Gary Walsh 13:48
That, and as he said, then I can try and review it and cheque it and all that stuff, but that's where I go, like that's the general idea that I immediately like the amount of work that you guys had to do broke my heart because we clearly missed the boat with.

DB **Danny Bowles** 13:49

Yeah.

Yeah.

GW **Gary Walsh** 14:02

that big BLOB of text in the middle.

DB **Danny Bowles** 14:04

Mmhm.

GW **Gary Walsh** 14:06

And that's...

MH **Michelle Healy** 14:06

Mhm.

DB **Danny Bowles** 14:06

Yeah.

Yeah, I okay, um, yeah, I.

MH **Michelle Healy** 14:10

I think as well that would have been good as well, just for, and this is like a bit of a human error, but when we were first going through reading the questions, there was like a bit of a discrepancy in how we were reviewing the questions. I think Danny was like very like to the point, this is what I want to be in the final one, whereas others like might be good to put something like this in. Same with like Fiona.

And so by the time we'd finished like our first round of review, when like, if Danny had reviewed it, we probably, those questions are ready to go into brief, we probably need to review them. But sometimes we'd have like three or four rounds of comments and we're no closer to a question. Whereas if we had something quite structured like this and everyone's working towards the same goal of like, refine this question.

GW Gary Walsh 14:46

Play.

DB Danny Bowles 14:49

Yeah, and, and even...

As you can see, I would have commented, here's how a better way of asking the question. If we just go straight into...

the notepad here and just say here it is, say your piece, becomes easier. I think, sorry, I was just going to say things like typos and adding other specifiers and stuff.

DL Desmond Leo 15:16

Yeah.

DB Danny Bowles 15:17

With 47 clients, we missed a lot of those. We would still need it in an Excel that I then fed into ChatGPT to say, look out for typos, look for how brands refer to themselves as they are they correct? Does everything have a other specify if it should do so?

MH Michelle Healy 15:27

Yeah.

DL Desmond Leo 15:33

Okay, but having that I have.

GW Gary Walsh 15:34

Well, I wouldn't, I wouldn't discount.

DB Danny Bowles 15:34

Yeah, what's the way of avoid? What's the way of avoiding avoiding that bit, because it was still required me to download and...

GW Gary Walsh 15:40

Yeah, I would never discount and I would always have a download facility, but we shouldn't have needed the download facility as a primary source, like the ability to

feed it into an AI we can build into the platform and have that do that for you. But again, a lot of the stuff that we were doing, like, you know, to please select all, they wouldn't be there if we were using a more predefined construct.

DL **Desmond Leo** 15:52
Yeah.

GW **Gary Walsh** 16:00
So, I mean, we raised about like 150 tickets or programming changes on one night and 130 of them were all, please select all that apply. You know, and what did we waste? I mean, amount five of us, we probably wasted the bounds of 30 hours basically checking that the please select all.

DB **Danny Bowles** 16:00
Yeah.
Yeah, yeah, yeah, yeah.

MH **Michelle Healy** 16:10
Mm.
S.

GW **Gary Walsh** 16:20
Reply text was consistent.

DB **Danny Bowles** 16:21
Yeah.
Yeah.

GW **Gary Walsh** 16:24
You know that?

MH **Michelle Healy** 16:25
Yeah, when you do, if you do, like when I've worked in multiple market studies, like they'll just before, they have just like a certain pre-selected answers that you just like put in. So they'll have like a please select all that apply a few buttons that you just

select and they put in and like they never, you never need to get those translated because they already have those. So I think they must have some sort of automatic processing.

GW **Gary Walsh** 16:39

Yeah.

Yeah, we do it. We do too. We have like a please select one, please select all apply preset.

MH **Michelle Healy** 16:49

And same thing.

Yeah.

GW **Gary Walsh** 16:54

If you pick a multiple choice, it will have that instruction text automatically put in, so...

MH **Michelle Healy** 16:56

Mhm.

DL **Desmond Leo** 17:00

Okay.

DB **Danny Bowles** 17:00

And...

Going on here, so currently the very first of our five tabs is brand context and there isn't a comment facility there, so simple one that we can add a comment if needs be. That would be for Danny and Fiona.

DL **Desmond Leo** 17:08

And.

OK.

Mmh.

DB **Danny Bowles** 17:23

The next one is a really key one, able to edit and delete comments which you posted,

because basically you would have a thread of 10 of Fiona messaging herself, saying, fixing things or going, rephrasing it a different way. So yeah, that you can edit or delete comments.

GW **Gary Walsh** 17:41

That was, that was torture.

DB **Danny Bowles** 17:43

And and adding a lot and adding a like.

DL **Desmond Leo** 17:45

Did we not have a, I thought we had a...
I thought we had an archive feature.

DB **Danny Bowles** 17:48

Say that again.

GW **Gary Walsh** 17:52

What does he?

DL **Desmond Leo** 17:52

I thought we had, I thought we had an archive comment feature in the just in the comments.

DB **Danny Bowles** 17:52

I didn't hear that.

GW **Gary Walsh** 17:55

Not an edit. So what was happening was Fiona was typing in a message and then making a spelling mistake or getting something wrong and then she replied to it, replied to reply to it. And I'd get, I'd wake up in the morning of 45 emails and Fiona has left a comment.

MH **Michelle Healy** 18:09

Yeah, I also was guilty of that towards the end when I was like posting things

because I wanted every, I wanted all the comments to be in the right order when the clients reviewed them. So people were coming back and forth, they're in the wrong order. So I was resolving everyone's comments and then just putting them in in one clean order and then sometimes have to start again because I'd put something in the wrong order. So you probably got that.

me as well. I think on that note as well, it would be good if we could control when clients get updated. So like after you do a little set, it gets updated because sometimes, particularly when it was like, I don't know if we think about this later on, but when we took things offline,

DL **Desmond Leo** 18:44
Like, like.

MH **Michelle Healy** 18:48
off the platform and I wanted to make a note that like I'd had this e-mail, e-mail date this in a comment. I didn't want the client to get a notification to say they'd got that e-mail. It was causing a bit of confusion. So it'd be good to be able to, if we, I know Gary could, but if we.

DB **Danny Bowles** 18:58
Mm.

DL **Desmond Leo** 18:59
Notify everyone, notify everyone's that box as part of the comment, something like that.

MH **Michelle Healy** 19:01
Yeah.
Yeah, if it's not fine, if it's just a hold for now.

DB **Danny Bowles** 19:05
Yeah.

DL **Desmond Leo** 19:08
Okay.

DB **Danny Bowles** 19:10
And...

DL **Desmond Leo** 19:10
But it sounds like also just the ability to fix a delete button or fix the edit.

GW **Gary Walsh** 19:17
Yeah.

DL **Desmond Leo** 19:17
so that people can edit comments or something like that is also going to be an easy fix.

MH **Michelle Healy** 19:21
Yeah.

GW **Gary Walsh** 19:23
Not sure, not sure about delete, like I think you should resolve them, like they should be visible that it was there and you've removed it, but...

DB **Danny Bowles** 19:23
Yeah.

DL **Desmond Leo** 19:26
Yeah.
But.

DB **Danny Bowles** 19:31
Okay.

GW **Gary Walsh** 19:32
Would it agree or like I'm open, I'm throwing that out, like I just feel like if someone types something and then deletes it.

MH **Michelle Healy** 19:40

Yeah, resolve worked as well. Archive worked just as well.

DB **Danny Bowles** 19:42

Yeah, like it's a same same same difference for like I think edit does the job it needs we need to do there, yeah.

GW **Gary Walsh** 19:45

Yeah.

Yeah, exactly.

DL **Desmond Leo** 19:50

Okay. Oh.

DB **Danny Bowles** 19:51

having a like button as a way, kind of as a tacit approval of a comment as opposed to having people write agree or not. At least there's a kind of, so that would be from Mary's point of view, that she would be able to like the comment.

DL **Desmond Leo** 20:03

Truck.

GW **Gary Walsh** 20:05

Yep.

DB **Danny Bowles** 20:09

Which, but then?

DL **Desmond Leo** 20:10

Sorry, you think it's particularly important for Mary to be able to like a comment so that you guys understood that they've acknowledged the response? Okay.

DB **Danny Bowles** 20:20

Yes, yes. So, yes, exactly.

GW Gary Walsh 20:22

That's what resolve was supposed to be, but maybe we need something specific where you resolve it, but she can accept it.

DL Desmond Leo 20:28

Yeah.

DB Danny Bowles 20:29

Yeah, that that's that kind of thing. I doubt any Mary resolved themselves would have resolved themselves. That wouldn't have been clear from. OK, there you go.

DL Desmond Leo 20:32

Yeah.

GW Gary Walsh 20:37

Here.

I don't think they can. I think we hit the button from them.

DL Desmond Leo 20:39

Yeah.

Yeah, yeah, or we just, yeah, because if we let them like it, then we can be like, cool, resolved. OK.

DB Danny Bowles 20:48

To be frank, I don't understand this comment, so I'm going to come back to it. This is a good one. So at the moment, you can only see two category entry points, and you can only see, Mary can only see 10 competitors. Would be nice to have a track or a visible track of what things are being crossed out.

GW Gary Walsh 21:05

Yes.

DB Danny Bowles 21:09

and put in because...

We can see as many as we want on our end, but Mary will only ever see 10. So you have to explain what's happened in the comments. So if I remove Lear Chocolates and put in Dunn Stores, I have to then add a comment to say, removed Lear Chocolates and inserted Dunn Stores.

GW **Gary Walsh** 21:15

And.

Yeah.

DB **Danny Bowles** 21:31

Whereas would be very nice if you could even, Mary sees the 10, but also sees below in red or crossed out the ones that had been in at a, at a, when she first submitted.

And to that point, and again, maybe it starts to get a bit difficult, but we would have, had on one screen what they had, what they had, what they input last year, and then and then checking the dashboard to see what they put in this year to see and commenting if there were any changes, because obviously that impact it impacts comparability for the same questions. If there's some way to visually see for us, Or specifically, also for me, it would be good just to see what is the change specifically in the competitor list, but also in the CPs. What is the change from 2025 or 2026 when they do it next year?

GW **Gary Walsh** 22:25

I see this, that part there is where I feel like we're going to get very specific to this as like a tracking survey versus say anomaly like where what you're not going to be comparing against something else and there's no competitors and that's I'm struggling with that, you know, competitors context and maybe let even CEPs like they're I'm trying to.

DB **Danny Bowles** 22:32

Yeah, yeah.

Sure.

Okay.

Okay.

GW **Gary Walsh** 22:46

In my head, I'm doing an OMahony and I'm saying, what's the difference between the OMahony? And obviously the question part is the same. Like, I'm not seeing any of the other stuff in an OMahony, so I'm trying to find a logical grouping of what the rest of them is. That's not just board beer. You know, is it a longitudinal tracking study that we want to have people come in and do?

DB **Danny Bowles** 22:53

Yeah.

Yeah, yeah, yeah, yeah.

GW **Gary Walsh** 23:07

So...

DB **Danny Bowles** 23:08

Okay.

GW **Gary Walsh** 23:09

But yeah, I get your point. I see what you're getting at. And I think that across the board, even in the question text, what did you change in it? You know, we do need some sort of like tracking like in Word.

DB **Danny Bowles** 23:22

And for this, it's even, I think that, yeah, the tracking, track changes, I think applies for everyone, including in doing doing Omnibus. The other checking, like what they'd had last year, could even just be in the view last year's section.

So, but just a quick place that we can we can do the comparison on the platform now that we have all of the data in there, as opposed to having it again having to compare it to an external Excel, an offline Excel. Yeah.

FG **Fernando Guevara** 23:52

I have a question. So, but they can see, let's say, what they entered in the last year in a separate section or when they are building again for, let's say, a new year to see the...

DL **Desmond Leo** 23:52

Right.

Ohh.

DB **Danny Bowles** 24:09

Say that question to me again, Fernando, sorry.

FG **Fernando Guevara** 24:10

Yeah, like.

If we integrate, like, like, like past stuff, what, what I did I enter last year, right? So, should I be able to see all the data in one single section, let's say, and also being able to see, let's say, let's say I'm adding...

DB **Danny Bowles** 24:20

Yeah.

FG **Fernando Guevara** 24:33

this year, or well, next year. All my questions, should I be able to see that as well? No, uh...

DB **Danny Bowles** 24:45

Uhh...

Yeah, you.

DL **Desmond Leo** 24:47

So I think there's two things. One is the track changes of the stuff that's been decided in this current session. The other thing is if the client happens to have run the same study last year and has answered the same questions and inputs last year, that they have a quick way to

FG **Fernando Guevara** 24:54

Correct. Yep.

DB **Danny Bowles** 24:55

Yeah.

DL **Desmond Leo** 25:06
pop up what was done last year to compare side by side.

FG **Fernando Guevara** 25:09
Right.

DL **Desmond Leo** 25:10
So that's.

DB **Danny Bowles** 25:10
So, that that's for that's for them and and and also also for us.

DL **Desmond Leo** 25:17
Yep, because...

DB **Danny Bowles** 25:17
And whether, yeah, yeah, if it's somewhere possible to do side by side is great. So this year, like Gary would have just uploaded and you would like clients would have been able to see their, Mary would have seen her like view last year's, but it would have been.

FG **Fernando Guevara** 25:18
Mm.

GW **Gary Walsh** 25:31
Can't see the difference; they can't tell the difference.

DB **Danny Bowles** 25:31
Yeah.
They couldn't tell the difference yet.

DL **Desmond Leo** 25:33
Because, because it's more of a it's more of a gut cheque to make sure you haven't missed anything.

DB **Danny Bowles** 25:37
Yeah, yeah.

GW **Gary Walsh** 25:39
And also the list that we put up was just text, it's not formatted, so it's really hard to tell when there's lists and options and all that stuff.

DB **Danny Bowles** 25:42
Exactly.

DL **Desmond Leo** 25:46
Okay.

DB **Danny Bowles** 25:46
MM.

GW **Gary Walsh** 25:47
It delegates a big, it's a big piece that comparing it to previous.
Because we have to define the structure up above, what are we comparing? We're comparing a question to a question, CEP to a CEP is statement, statement, you know, options, options.

DB **Danny Bowles** 26:01
Mm.

DL **Desmond Leo** 26:01
Well, I mean, I think the way, the way that I kind of, in my head, I see it is just if the customer has already existed, they have a previous list of CEPs or a previous list of competitors that's stored as a separate.
in a array somewhere and you just pull it in side view and then side view just feels like, oh by the way, these are the ones that we used last time. So it seems pretty.

FG **Fernando Guevara** 26:20
Mhm.

GW **Gary Walsh** 26:22

If we're, if, if we're only, if we're only ever doing brand builder, yes, or not.

FG **Fernando Guevara** 26:23

Correct.

DL **Desmond Leo** 26:26

If we're only ever doing brand builder, yes, yes, yes, yes.

GW **Gary Walsh** 26:28

This is where the complications of everything comes in is that we need to on brand builder this would also make it more brand builder at the same time.

FG **Fernando Guevara** 26:32

Reuse.

DB **Danny Bowles** 26:34

Mhm.

FG **Fernando Guevara** 26:37

Heary.

DL **Desmond Leo** 26:38

Yeah, yeah.

FG **Fernando Guevara** 26:40

Mm.

DL **Desmond Leo** 26:41

Cause it, yeah, it just wouldn't make, unless, unless we turn brand builder into some sort of.

GW **Gary Walsh** 26:41

Ashe.

Alright, I'm not making another problem. I made seven apps here now, and I'm making an 8.

DL **Desmond Leo** 26:51

Tracker, is it some sort of tracker on the?

GW **Gary Walsh** 26:55

Yeah, it's going to have to be a type or something, but I see where you're going with it, Danny. Number 7, I know what number 7 is. That's the thing that Rusty and Lesley had randomly where they could copy the text into a comment.

DL **Desmond Leo** 26:56

Yeah.

DB **Danny Bowles** 27:06

Okay.

GW **Gary Walsh** 27:07

They couldn't, they couldn't, somebody is good, somebody is good, so I think Michelle, you could do it.

MH **Michelle Healy** 27:07

Do you know what was going on for them?

DB **Danny Bowles** 27:08

That's weird. I it.

Wait, OK.

MH **Michelle Healy** 27:14

Yep.

GW **Gary Walsh** 27:14

It couldn't, Rusty couldn't highlight the text on the screen for whatever reason. So simplest thing for us to do there is put a button, copy the clipboard, you know, to guarantee that's always there, but that's that was a simple one.

DB **Danny Bowles** 27:24

Okay, nice one.
And...

DL **Desmond Leo** 27:27

No.
Option needed to select on client.
Four hours view.

DB **Danny Bowles** 27:32

I don't know what the use case is here and I don't know, Michelle, if you have a thought. So the idea would be that we can quickly go to client Mary view so that we can see what Mary sees.

GW **Gary Walsh** 27:45

I think this is largely.

MH **Michelle Healy** 27:46

I don't know if this will just resolve itself next year because some of the questions were just so strange. I couldn't, like I had to ask Gary. It only happened one or two times and it was when people had extensive feedback and comments, but like they were telling me like, oh, the changes have been updated. And I was like, are you ***** crazy? They have been updated. We're back and forth three or four times.

DB **Danny Bowles** 27:46

I guess.

GW **Gary Walsh** 27:48

Yeah.
Big.

DB **Danny Bowles** 28:03

And I'm sure, Michelle, in that case, because I saw those comments, she was still just

looking at the white box and not looking that below there was a different form of the question.

GW **Gary Walsh** 28:10
Yeah.

MH **Michelle Healy** 28:11
Mm.

GW **Gary Walsh** 28:12
I've seen a couple of scenarios where this happened as Michelle. One of them was they were looking at the wrong dashboard. So like the drop down, they were literally looking at the wrong one and they had to change it.

DB **Danny Bowles** 28:17
Yeah.
Yeah.

GW **Gary Walsh** 28:21
That's a problem between the chair and the computer, but it's still a problem, like it's obviously wasn't.
Here enough for him to do it. There was another issue though, and this happened a couple of times where we basically were resetting the status back and I was doing it in the database so that they could accept things.
And we need, so we need to be able to change the status back, like person that Danny has accepted, but I need to unaccept and put it back, you know, into their bucket, and in a couple of those cases, I hadn't done it right.

MH **Michelle Healy** 28:46
Mhm.

GW **Gary Walsh** 28:51
And they were kind of going, oh, I still don't see that button.

DL **Desmond Leo** 28:51

Okay.

That's a simple, that's a simple solution.

GW **Gary Walsh** 28:55

So, would have been helpful for Michelle to be able to see it, but you shouldn't have needed to see it if we had put a proper button in place to roll it back correctly, if you know what I mean. So, this is a symptom, not the cause. I would say the causes are, it wasn't entirely clear for them to cheque the dropdowns, and there were issues rolling back statuses.

DL **Desmond Leo** 29:03

Right.

Okay.

It's more so, I mean, but then...

MH **Michelle Healy** 29:16

I would also say just on that, when there was different dashboards, like what is the logical benefit of having like one client and then three dashboards within that one client because. It just seemed to cause problems.

GW **Gary Walsh** 29:31

Because this has been recorded, I won't put my actual opinion on it, but that was not, that was a set requirement. I never, I never, I wanted to roll it all, but to one myself personally, but it so so much to it, I guess.

MH **Michelle Healy** 29:37

Okay.

Okay.

DL **Desmond Leo** 29:44

It was the, but I mean, if they if they purchase 3 dashboards, we need a flow for them to then work through three individual dashboards, I guess.

DB **Danny Bowles** 29:45

Oh, as in...

MH **Michelle Healy** 29:49

Yeah.

But so they, you know, they would just, oftentimes we had clients who one client might be in charge of 1 brand and another client would be in charge of another. So if they were set up separately, that would have made it easier just for them to have different levels of control. And a lot of the times they put comments on one of the brands and forget about the rest. And even I saw it like when I came in to look at it,

DL **Desmond Leo** 30:00

Yeah.

MH **Michelle Healy** 30:14

we would have marked one client as having been reviewed, but we hadn't reviewed all the dashboards in it. So I just, I feel like it added a bit of confusion.

GW **Gary Walsh** 30:21

I think it was a large deal with the money, I think, Michelle. I think that was a large part of it was because you got like a discount for one brand market category combo.

DL **Desmond Leo** 30:23

Uh-huh.

MH **Michelle Healy** 30:25

Okay.

DL **Desmond Leo** 30:26

You.

MH **Michelle Healy** 30:31

Yeah.

GW Gary Walsh 30:31

I think we could address it in a different way, but I take your point and I agree with that also that we need to include the ability for them to assign out, like multiple users need to be able to access these dashboards.

MH Michelle Healy 30:45

Yeah, well, if there's a money component to it, but it just felt like it just added, like it was, it felt like it was supposed to be slick, but no one understood it.

DB Danny Bowles 30:45

Yeah.

No one understood this. I, I, I think...

DL Desmond Leo 30:53

Yep, OK.

DB Danny Bowles 30:56

I, I...

The flow made a lot of sense to me in terms of what people signed up for, I think.

GW Gary Walsh 31:02

Mhm.

DB Danny Bowles 31:03

the clarity from the start of like, if you sign up now, you're going to be the one filling out this thing, like continuing through, I think.

I think what likely happened is in December some clients got wind of this and they were like quickly put in a request for three or four or however many without thinking of who would actually be managing it. And the assumption is okay, I can just assign this out. I think there's like there's a wayfinding issue and just like highlighting however we do that.

MH Michelle Healy 31:22

Okay.

DB **Danny Bowles** 31:35

They are checking that they are checking all dashboards because we can find there's many occasions where a client would have approved comments on one of their dashboards and not looked at the not looked at the other two or not looked at their other dashboard. So there's a.

However we do it, it's shouting at them that you need to cheque your other, you need to scroll to the or toggle to the next dashboard.

DL **Desmond Leo** 31:51

S.

MH **Michelle Healy** 31:57

Yeah.

DL **Desmond Leo** 31:58

Yeah, oh yeah, there has to be.

MH **Michelle Healy** 31:59

Or even like when they finish reviewing one, be like, maybe there's an automatic prompt to bring them to the next brand if they have one from one in there.

DB **Danny Bowles** 32:05

Meehan.

DL **Desmond Leo** 32:07

Okay, so an easier way to navigate dashboards because not because sometimes in some setups there is one person assigned to each dashboard for one client. So if one client has come in, they've got 3 dashboards, they might have three people working on three separate dashboards.

But when messages get pinged back and forth to the clients, they don't necessarily know which message that dashboard actually refers to.

DB **Danny Bowles** 32:37

Yeah, yes, they, they, they will, yeah, often ignore them or eventually they'll go online,

go onto the platform, they'll see an immediate view, okay, I'll deal with these comments, and they would have to know to press.

MH **Michelle Healy** 32:39

But then they just ignore them.

DB **Danny Bowles** 32:52

The right, the right-hand toggle button or drop-down list to cheque the other comments; they're not.

DL **Desmond Leo** 32:58

It sounds, it sounds like the solution should be to actually strip the dashboard out and just have that as like the core. We're just doing, here's dashboard one. And then like every time they sign on to a new dashboard, they get like a new interface with just that one dashboard rather than build a multi dashboard.

MH **Michelle Healy** 33:14

That's what I was suggesting, but I don't know, like Gary is under being held against this bill now to give answers.

DB **Danny Bowles** 33:21

So, they would, but, but, but they would need to sign in three times.

DL **Desmond Leo** 33:29

But it doesn't, it sounds like it doesn't matter if it's three different people.

DB **Danny Bowles** 33:33

In some cases, three different people, in others, it's not.

DL **Desmond Leo** 33:38

Okay, okay, that's something to just kind of noodle on about and think about, but got it.

DB **Danny Bowles** 33:44

And this is a big one on applies for Omnibus or whatever else. We weren't able to

add elective questions after the fact. So the functionality became too limited once Mary pressed submit for the first time. So we weren't able to add another question. Neither was she. She wasn't able to add stimulus at that point.

GW **Gary Walsh** 33:46
But.

DB **Danny Bowles** 34:06
point, for example, like it was only in, I know we had decided that, but it was only in the common function that we could go back and forth and then they, if they wanted the stimulus, they had to send it to us by e-mail. And we, if we wanted to add a new question, we basically needed to do that in the text box of one of the questions they'd already submitted.

MH **Michelle Healy** 34:20
I.

DB **Danny Bowles** 34:26
Um, and...

DL **Desmond Leo** 34:27
Wasn't it that they had they had up to like 5 questions that they could add, and so wouldn't that have just been?

DB **Danny Bowles** 34:32
Yes, but if they had added two or three questions, we would say, for a number of them, we would say, okay, we really think you should add this question in.

DL **Desmond Leo** 34:35
No.
If.

DB **Danny Bowles** 34:42
And so we would just have to add that question, copy and paste into the review text box for the third question. So we would have said, okay, that becomes question four

and then below it is question five. Like we weren't able to just add a new question. So it's a new text box, it's clean. And also kind of added to that, we should be able to

DL **Desmond Leo** 34:42
Ashe.

DB **Danny Bowles** 35:02
move the order of the questions. So again, we had to do all of that in the Excel. So the Excel would have downloaded a big block of text with multiple questions in one cell that we would have had to split out and we would have to change the order of questions within that Excel. We couldn't kind of.

GW **Gary Walsh** 35:17
Show me the Excel, show me the Excel and Danny.
I know it's the, this is the final Excel, but like this is what we had to move it towards, Desi.

MH **Michelle Healy** 35:29
It also just didn't make for a great reviewing experience, you know, because say, for example, a lot of the questions we add, or even for the clients, so like a lot of the questions we added would have been just a general awareness. And it's good to have them kind of more upfront. And so you're putting in a question right at the bottom in extra text underneath the question that's existing and say, move to Q1.

GW **Gary Walsh** 35:32
No, it's horrific.

MH **Michelle Healy** 35:49
and then you're writing in the one in Q1, this will be Q2 and it's just, it's confusing. And then we've got to copy in.

DL **Desmond Leo** 35:55
Right, but this, but this, but this was the, this was the hack fix to get things into the study, right? Like, if assuming we can translate directly from notepad to questionnaire, we don't have, we won't have to worry about this.

GW **Gary Walsh** 36:08

You wouldn't have to, you wouldn't have to do this, yeah, great.

DB **Danny Bowles** 36:10

Yes, but bear in mind, we would have to have the function of it within the platform being able to, well, reorder things, adding a new question, etc.

DL **Desmond Leo** 36:11

Okay.

GW **Gary Walsh** 36:15

Yeah.

DL **Desmond Leo** 36:16

Cool.

GW **Gary Walsh** 36:19

Which the which the notepad allows for your order? Like, the notepad will allow it. I mean, there's some things we have to fix and it will open a lot of doors. Stuff like adding new, that's we just put, as you said, we force put that in there. I'd be more inclined to, like, obviously open it up for you. I'd be a little bit more sceptical of letting Mary after I hit Mary hit submit.

DL **Desmond Leo** 36:19

Yeah.

DB **Danny Bowles** 36:32

Yeah.

GW **Gary Walsh** 36:39

You know, there may be there needs to be like a Mary reclaims the whole thing back because the reason we stopped that was you could be reviewing X and Mary's updating Y, you know, and it isn't a real-time collaborative platform.

DB **Danny Bowles** 36:47

Yeah, yeah, yeah, no, I...

Yeah, and nor nor nor should it be.

I have...

And no, I don't want them to go adding in things, but they should be able certainly to send a stimulus. So in a lot of cases, they would have just...

GW **Gary Walsh** 37:05

Yeah, they might be, they might need to send a message to you.

DB **Danny Bowles** 37:08

Yeah, yeah. In a lot of cases, they would have just put in a question that obviously requires A stimulus. They didn't add it the first time and there's no function to do it there in the platform. So we have to do it by e-mail. So this is where, like, this is just a couple of the clients. This is where we got to, so this basically is modelled off what opinions the agency last year

Did for their inputs, and if I just, if I can find the...

Very first one, probably not, so this would be, uh, this probably would have already been fixed, but...

Yeah, so this is how it would have been downloaded, where it's like the question text, the instructions, and the answer options all in one place, whereas we need to split it out here. So we need to put in the philtre here, separate the question text, the instructions, the answers.

Um, and in a couple of, and he...

DL **Desmond Leo** 38:01

I mean, if we, if we were to, if we were to invent this.

DB **Danny Bowles** 38:03

And here there's multiple questions in one cell because the client would have only added two questions at the beginning and we would have had to, in the review text, review question space, add in another question.

DL **Desmond Leo** 38:16

If we were to reinvent this entire experience from scratch, I suspect what it would be is having some sort of chat style interface where you're trying to resolve all of the questions that you want to create, and then it just automatically outputs A notepad format.

that you guys can then approve and say, look, this is what they've agreed on between the LLM and the client. And you're just doing final sign off with exchanges back and forth.

But it is.

GW **Gary Walsh** 38:52

I'd say there'd be more interaction at that second part because from what I could see, not a research, but looking at the comments and the changes that the guys made, the starting point from that customer was so far off what it ended up being, like really stupid question, Danny's had to completely reconstruct it into a sensible question.

DL **Desmond Leo** 39:06

Right.

Yeah.

GW **Gary Walsh** 39:11

You know, an ALL will only bring stupid so far, you know, and so there's still that back and forth to it. I get your point of where that chat start interface could improve their questions at front, but...

DL **Desmond Leo** 39:14

Yeah, yeah.

Okay.

GW **Gary Walsh** 39:24

I felt, I felt like I, I...

DB **Danny Bowles** 39:25

And for, for, for.

DL **Desmond Leo** 39:26
Dev.

DB **Danny Bowles** 39:28
I would say for many of them, they know exactly what they, like for a couple of them, there wasn't much, there wasn't much to be doing. And especially for those who had their questions in from last year, they could just add them in and go. So it should get easier next year. Like a lot of them will come in and they'll just plop them in from before.

GW **Gary Walsh** 39:33
Yeah.
Mm.
Yeah.

DB **Danny Bowles** 39:47
It's maybe for those new clients who are like, it required for some of the new clients we needed multiple calls with them to really understand what the hell they wanted. Like, yeah, yeah, yeah, yeah.

GW **Gary Walsh** 39:55
And there could be new plans next year and we're going always on, right? And like, I mean, even just from next year, I don't think they should have to plop in question by question. Like we should give them the option to just do exactly like last year and we just bulk copy them all. Something like that. I thought when I was going through, it would have been handy if Fuse had had the ability to kind of like send back individual questions.
And open them up, you know, like Q5 and not having that go back and like just that one rather than opening up everything. Do you know what I mean? They kind of go into each one and go send that one back to the client.
Yeah.
But I think the view like we would need to reconstruct the Mary site.

DB **Danny Bowles** 40:26

Mm.

Oh, as in rather than just saying here, there's a comment on your dashboard.

GW **Gary Walsh** 40:33

Yeah, kind of like you know Facebook, you know, like there's like a red dot, the notifications up the top and you click on it and here's the things and that's the only thing you see. I felt like when you sent it back to Mary, this happened to Michelle a couple of times when we sent things back to, I think it was or something, and they can't see what they're looking to change because the whole thing has just been sent back to them.

DB **Danny Bowles** 40:34

It's actually...

Review your question 5.

Yeah.

Yeah.

GW **Gary Walsh** 40:53

as opposed to you were specifically saying I want you to fix question 5 so they should have only seen question 5.

MH **Michelle Healy** 41:00

I think that would be good, but I think it's more of a nice to have if it's going to require a lot of work, you know.

GW **Gary Walsh** 41:00

Finally get.

But see the thing here, if we go back to why it is the way it is, the Danny view and the Mary view are identical because of time, not because of, like, I think Fernando, you might have even already designed something different and I struck it down because I said we just literally don't have the time to do it. So that was the reason why it was done that way. Now we have the opportunity of.

FG **Fernando Guevara** 41:23

Yeah.

DL **Desmond Leo** 41:24

Yeah.

Spending time getting it all fixed up.

GW **Gary Walsh** 41:30

Okay, well, nine months before we do it again, but you know, we won't get that full nine months, but time isn't really a factor now, so...

DL **Desmond Leo** 41:35

I.

Yeah.

Okay, can we scroll down? Were there any more at the bottom? Oh, geez, there's a lot more.

DB **Danny Bowles** 41:44

Of course, of course, of course, and we we we saw this one in the status in here with kind of wait, so the ticker, the ticker at the top for us was not based on the right information, so it's just i.e. those who have kind of those have been invited, those who have logged on, those who have.

GW **Gary Walsh** 41:58

Mm.

DB **Danny Bowles** 42:02

approved, et cetera, was not based on the right information. So we just need to have that.

DL **Desmond Leo** 42:06

Yep.

Have that fixed, OK.

GW **Gary Walsh** 42:10

I felt it took a bit too much space on that screen and it wasn't really relevant to you of most of the time, like, and the other part of it as well to know here, Desi, is the

page wasn't refreshing every time you move between briefs. So we had an issue where, see, when Danny is on Empathy there and he clicks on Alt liquor.

DB **Danny Bowles** 42:10
Have that fixed.

DL **Desmond Leo** 42:26
Yeah.

GW **Gary Walsh** 42:26
That's the information that he got when he loaded up the entire page. If anybody changed, if anybody changed Alt liquor after Danny opened that page, Danny's gone off the old version and they're gonna, and we had a couple of instances where they were overwriting each other. That's like a critical feature that we need to address is that whenever you open up a brand that's refreshing the latest data, we need some sort of lock.

DL **Desmond Leo** 42:31
Right, it wasn't refreshed.
Yep.

DB **Danny Bowles** 42:40
Yeah.

GW **Gary Walsh** 42:47
To let them know that Danny is in there, Danny is changing, you know.

DL **Desmond Leo** 42:47
Okay.
Yeah, OK.

DB **Danny Bowles** 42:55
So yeah, this ticker here is what I mean, wasn't kind of based on the right information to prove once.

GW **Gary Walsh** 43:02

But it wasn't it also it wasn't really meaningful Taylor.

DB **Danny Bowles** 43:05

We we never we didn't use it in the end because it was based on the wrong stuff, but as a quick like for Fiona, it's more important that she can quickly go on because at the start of said, Fiona, don't bother looking at it. It's not it's not relevant, but for Fiona that she can go on and just see quickly what's what the status is and log back off is really the key.

GW **Gary Walsh** 43:09

Leanne.

Yeah.

DL **Desmond Leo** 43:24

OK.

DB **Danny Bowles** 43:26

should be prompted to improvements. I think this is just more general a way finding and UX piece of kind of.

And oftentimes there was, yeah, oftentimes clients would say that they've approved or they've clicked things, but they hadn't actually, because either they hadn't sent it back, they hadn't pressed the button to submit properly. They thought they'd done things when they hadn't. So there's just a bit more wayfinding of once they've done everything they need to, they've.

DL **Desmond Leo** 43:43

Yeah.

DB **Danny Bowles** 43:54

Looks at all the comments, they've looked at the dashboards with comments, they're prompted to say you can send it back now.

DL **Desmond Leo** 44:00
Mm.

DB **Danny Bowles** 44:02
As we said, kind of this issue of kind of one person at a time, a lot of the art, Gary's job at the start was me sending him new emails to read to read to kind of re-register accounts of Flaven's want this dashboard owned by this person and that dashboard owned by another if there was an assigned function. This we spoke of, yeah, yeah, please.

FG **Fernando Guevara** 44:18
I have a comment. I'm sorry for the regarding the.
Let's say the task of the users, right? I want to ask, they were able as well to, let's say, the labels on confirmation, like, okay, this approved, this submitted.
Did you see that the users had some confusion on those, let's say, accepted?

DB **Danny Bowles** 44:51
E?
Yes, I would say so, in a couple of occasions, it doesn't really matter which client it was, but it was Manor Farms.
Just did approved, approved, approved here.

FG **Fernando Guevara** 45:03
Mhm.

DB **Danny Bowles** 45:03
And then he sends me an e-mail to say...

MH **Michelle Healy** 45:05
Or, I think I think they resolved all the comments first.

FG **Fernando Guevara** 45:08
Yeah.

DB **Danny Bowles** 45:08

Oh yes, that's possibly resolved.

MH **Michelle Healy** 45:10

So they resolved all the comments, then you cheque in with them like, was that all okay? And so yeah, then they go back in and click approved.

DL **Desmond Leo** 45:15

App.

DB **Danny Bowles** 45:19

Yeah. And then instead of clicking approved, he said, approved, approved, approved. And he said, he don't know. I said, I still can't see it because I don't know. Anyway, whatever. And then eventually I, and then I went in and approved it, approved it for him in that case.

GW **Gary Walsh** 45:27

Ohh, he hadn't he hadn't approved the actual dashboard.

FG **Fernando Guevara** 45:31

Mhm.

MH **Michelle Healy** 45:33

Yeah, it happened to me a few times as well. People would approve all of the comments and then they'd be like, oh, that's all good. And then there's just the following up. And once we got, once Danny said, like, once we got them to say they approved it, we would just go in and approve it ourselves. But there was just a bit of a manual back and forth. Like, I think if they, if all the comments had been approved by them,

FG **Fernando Guevara** 45:35

Yeah.

MH **Michelle Healy** 45:52

and they got like a pop up just to say, or all the comments been resolved and they got a pop up to say like, oh, do you want to approve this? That might just streamline it a bit.

GW **Gary Walsh** 46:00

I think that that could also have a side effect where I've approved all the comments on the elective questions and they go, oh okay, yeah it's approved and then I approved the entire dashboard and there's comments left on the CEPs.

DB **Danny Bowles** 46:01

Yeah.

FG **Fernando Guevara** 46:01

Mhm.

Then you come back.

Yeah.

DB **Danny Bowles** 46:10

Yeah, exactly. And we found that regularly, particularly I think I've gone to keep back here. So she made comments here on some of the comments and there's nothing on these and she and no and there's still comments outstanding now.

MH **Michelle Healy** 46:11

Yeah, I care.

DB **Danny Bowles** 46:26

Yeah, so, and we know that we, I can tell that she hasn't looked at the other ones here.

In some cases, we went back and they would just approve by e-mail, but they were like, we had this at a couple of times, those with multiple dashboards, just were not.

FG **Fernando Guevara** 46:35

Pause.

GW **Gary Walsh** 46:42

Maybe maybe like an option Fernando is that see when I click on key pack here that there's some sort of landing page in the middle that shows me the two dashboards with like a status of each one and I can click it like I have to visit the click into that dashboard to see this. Yeah.

DL **Desmond Leo** 46:56

Yeah, before you actually jumped in, yeah, like imagine, yeah, yeah, okay.

FG **Fernando Guevara** 46:57

Yeah.

GW **Gary Walsh** 46:59

And then the other thing I was just thinking here, Danny, is that see the way we've got like separate divides between one, two, three, 4, 5 context label colors, possibly all of one screen, but divided by like collapsible accordions. So it's like a, it's a vertical split. If we did it like that, then basically all of your comments are on the one page at the same time and then.

DB **Danny Bowles** 47:06

Yeah.

DL **Desmond Leo** 47:14

Yeah.

GW **Gary Walsh** 47:19

to that point Michelle said, like all comments are resolved, you know, it just maybe more of like a linear view might help and it would fit in more that we could basically make every single one of those sections elements within the notepad, you know, and kind of might work.

DL **Desmond Leo** 47:23

Yeah.

DB **Danny Bowles** 47:32

Yeah.

DL **Desmond Leo** 47:32

Yeah.

DB **Danny Bowles** 47:34

Yeah.

Yeah, have a think of it, like have a look of how much scrolling would be needed there, and...

DL **Desmond Leo** 47:36

Orla.

FG **Fernando Guevara** 47:37

Hmm.

DL **Desmond Leo** 47:38

Fo.

GW **Gary Walsh** 47:40

But if things were collapsed, so if you like you kind of have to click to expand it and then you kind of next and then it collapses and expands the next one.

DB **Danny Bowles** 47:42

Yeah.

Okay.

And even if I could imagine, like, if it was collapsed there, but it had a comment symbol to say, when there's a comment to resolve on this, yeah, yeah, yeah, OK, like, yeah, yeah.

GW **Gary Walsh** 47:52

Yeah.

Comments on it, you know, yeah, actions to, you know, yeah, yeah, that might, I'm just in my head, I'm trying to architect this back to Notepad and...

DB **Danny Bowles** 47:59

Okay.

GW **Gary Walsh** 48:05

That, like, we in Notepad, we have question types. One question type could be context, one question type could be label, one question type could be competitor. We hide that from the user, but that's the structure that we have in the background, and that might help us fit it in there.

FG **Fernando Guevara** 48:13

Mm.

DB **Danny Bowles** 48:21

The rest of kind of did it be able to add similar stuff for submission of doing that prompt clients to look at all the dashboards for proving done. Oh yeah, wrapping the text in the comment box pane. So if I was to, and this is 1 from Fiona particularly as well, if I am adding a comment,

GW **Gary Walsh** 48:33

Yeah.

Yeah.

DB **Danny Bowles** 48:41

Going to post it because I don't want the client to get an e-mail. It's just like that. Like it's hard. It's hard to edit.

DL **Desmond Leo** 48:44

Oh.

Yeah, that's a simple bug to fix, yeah.

GW **Gary Walsh** 48:50

Yeah.

DB **Danny Bowles** 48:52

And.

MH **Michelle Healy** 48:56

Yeah, also maybe just on that point as well, like formatting between the comments. So if you put, like you can't put enter in the comments. So if you have big, if you're copying a list from somewhere else, it just comes up in one big string of text instead of different lines.

DB **Danny Bowles** 48:59

Yeah.

I think, I think there's some.

GW **Gary Walsh** 49:11

I think you can. I think you can if you hit Alt Enter, but we probably could make it a HTML editor to make it a bit easier.

DL **Desmond Leo** 49:12

Mm.

FG **Fernando Guevara** 49:13

OMG.

DL **Desmond Leo** 49:17

Yeah.

DB **Danny Bowles** 49:17

And I wonder, Michelle, if, like, not with some, there might be cases where we need to do that, but I think we probably need to, we need to remove some of that discussion from the comments into the notepad. I think because I just started doing it at the start where if I wanted to change a question type, I just, I put in the

DL **Desmond Leo** 49:18

Yep.

GW **Gary Walsh** 49:23
Or Shift Enter.

MH **Michelle Healy** 49:29
Mm.

GW **Gary Walsh** 49:34
OMG.

DB **Danny Bowles** 49:37
the new question text into a comment as in a first idea, when actually we can just go straight into the notepad editor and put the list in there and have people approve it or not rather because this is not, I think comments is just a place for a little bit of back and forth. They shouldn't be really long.

MH **Michelle Healy** 49:49
Yeah.

GW **Gary Walsh** 49:55
Yeah.

DB **Danny Bowles** 49:56
Lists and other, like, kind of an explanation of what the, yeah, so I think that that's a little bit of a change that we can make, but the...

GW **Gary Walsh** 50:04
I was thinking broader than specific is, because obviously what we're doing is we're creating a client portal, but like I was thinking like we should have some sort of chat functionality, kind of not maybe chat's the wrong word, but you know, in the case of Michelle, you might want to have an e-mail with them on a bit of a broader topic. I know the resulting, but keep that going off platform. We should bring it on platform, allow you to send.

MH **Michelle Healy** 50:21
Mhm.

GW **Gary Walsh** 50:27
you know, an e-mail effectively through it might be something that might be something as well to have like.

MH **Michelle Healy** 50:31
I'll be really good.
Anything I worry is because it's coming from, does it come from my e-mail or does it come from the dashboard? Because it seems like they're ignoring a lot of things from the platform at some stage.

GW **Gary Walsh** 50:41
And that is that is a problem as well, yeah.

DB **Danny Bowles** 50:43
I, I, I, I wouldn't, I wouldn't don't blame the dashboard for that; these people will ignore stuff from Fiona or any any of us, so I don't like...

DL **Desmond Leo** 50:44
Yeah.

GW **Gary Walsh** 50:46
Mm.

MH **Michelle Healy** 50:51
Oh yeah, but when you kind of got, they're definitely ignoring anything that had like an empathy or beer, like this, forget about that.

DB **Danny Bowles** 50:58
Possibly, yeah.

DL **Desmond Leo** 50:59

Okay.

GW **Gary Walsh** 51:00

Anyway, sorry about that.

DB **Danny Bowles** 51:02

No, that was it. I've gone through them. Like I know there was a lot of comments there. Like I say, as I started with, this was a massive step change. And as I've said to Michelle and Declan a couple of times, a lot of ***** went through the survey last year. If you look at it with

DL **Desmond Leo** 51:08

Okay.

GW **Gary Walsh** 51:10

What?

Right now.

Thank you.

DB **Danny Bowles** 51:21

fine detail. And I suspect using Question Pro, the former agency, were not doing much reviewing and were just doing the kind of quickest line from A to B. We weren't doing that. This allowed us to do that. I don't know how they would have done it through the Question Pro other than like emails back and forth.

DL **Desmond Leo** 51:31

Right.

MH **Michelle Healy** 51:31

Mm.

DB **Danny Bowles** 51:40

But I think my read of it is they tried to do as little engagement as possible. Whatever

the client put in, they just said, fine, let's go with that. And this made it a lot easier to do that. And Fiona, for one, is really happy that we are pushing back on clients and getting them to do better questions. So this has been massive improvement. But it's only particularly, it was kind of getting that last, yeah, particularly that last step of getting this stuff into script. There were lots of pain points that could have been fixed by.

DL **Desmond Leo** 52:08
Yeah, program, yeah.

DB **Danny Bowles** 52:15
Things we done three months ago, but, but like, we, we, we, so yeah, these are improvements of something that's already a massive improvement from where this project was before.

FG **Fernando Guevara** 52:26
That's nice.

DL **Desmond Leo** 52:26
Okay.

GW **Gary Walsh** 52:27
Sorry, one other thing I forgot that we probably need is like an internal comments on this.
a comment that's not visible or shared to the client.

DL **Desmond Leo** 52:32
Mm.

MH **Michelle Healy** 52:34
I was just thinking that as well.

DL **Desmond Leo** 52:36
Do we have, I mean, is that a functionality that we even have?

GW **Gary Walsh** 52:38

Excellent.

No, but we can make it, but like, I give you an example when James is going through and making those comments about the brands, like, should we be doing this? Should we be doing this? That all happened in our team chat.

DL **Desmond Leo** 52:41

Great.

DB **Danny Bowles** 52:50

Yeah, yeah.

DL **Desmond Leo** 52:50

Right.

GW **Gary Walsh** 52:51

Again, it was last minute he was coming in to help, but if he was coming in to review, he might be like, I'm not sure about this, I want to send it back to the client, you know.

DB **Danny Bowles** 52:58

Yeah.

MH **Michelle Healy** 52:59

I also thought it would be good to do something like when we're reading our brand context, you know, if anything comes up as an idea that we want to do, like when it, like a kind of car park place as well, like, you know, for bringing the brand context, if anything comes up, something we'd like to do when it comes time to present, just someplace where we have it all.

DB **Danny Bowles** 53:00

That was...

DL **Desmond Leo** 53:20

Cool, OK.

Okay.

FG **Fernando Guevara** 53:24

That's nice.

DL **Desmond Leo** 53:25

What I'm going to do is I'm going to take the transcript of this. We're going to, I'm just going to kind of roll up everything into a bunch of themes of things that we need to resolve. There's a couple of key redesign things that we need to do, Fernando, which is...

FG **Fernando Guevara** 53:38

Yep.

DL **Desmond Leo** 53:41

I think the landing page for per client is the right approach where we just show like which, which.

dashboard has comments that needs to be attended to and which one's approved, and then they can just jump in. So no matter, even if it is a separate user for the thing, they can just log in and then jump straight to their dashboard, make this vertical so that it's an accordion, and then we can take the notepad thing and then fix the export.

directly into Notepad or into a programme survey.

And that'll.

pretty much solve, like if we were to, if we were to solve, if there was one thing that we could solve for you guys, I'm guessing it would be the get this thing programmed easier so that you guys don't have to spend 30 hours to programme it.

GW **Gary Walsh** 54:28

I think it was a step before the, it was the step before the program. It was Danny having to go in and take that raw data and make it into format for the program. No.

DB **Danny Bowles** 54:28

I'd say so.

Yeah, yes, yeah, yeah, so it's it's the same it's the same point, it's to reduce the amount of hours spent doing that.

DL **Desmond Leo** 54:40
Same, same.

GW **Gary Walsh** 54:44
But I think that if we're looking at the biggest vendors, the biggest vendors was testing. Like that was the, it was the checking and double checking. But I do think some of that was just the circumstance of this particular project and the particularly militant focus we were putting on typos and consistency. And I haven't seen that on any other project that we've ever done.
I don't really think it's sustainable to do it.
But I think programming it would have brought it out. Not withstand the fact that we can't have programmed this anyway, so this was always going to focus vision, so there was always going to be some parts of it, say no pad or not.

DL **Desmond Leo** 55:20
Could we, could we have...

GW **Gary Walsh** 55:22
No, we couldn't programme this, no.

DL **Desmond Leo** 55:22
Kid.
No, not at all.

GW **Gary Walsh** 55:26
Lease fill, we don't have the least fill logic to do this. Prioritisation of categories, yada, yada, yada.

DB **Danny Bowles** 55:33
Is it feasible that next year we could do or is it just is always going to be the focus vision?

DL **Desmond Leo** 55:33
Mm.

GW **Gary Walsh** 55:38
We have to, yeah, then we, I've taken this survey and which were complicated ones from Focus Vision, and we're running, we're checking it to see what, well, OK, what do we now need to implement?
Yeah.

DL **Desmond Leo** 55:49
Yeah, I mean, ideally, ideally, we can handle this survey on our platform, because that's the only way we...

GW **Gary Walsh** 55:54
Ohh, it's an absolute goal, like, yeah, the sound like I, I think our our licence for focus is due up in June or July. I know there is a desire to get off it, but we're not going to get off it this year because of these types of projects, but we won't want to be putting any more new ones on it.

DL **Desmond Leo** 56:00
Yeah.

DB **Danny Bowles** 56:00
Oh, Jase.
Yeah, yeah, okay.

DL **Desmond Leo** 56:07
Yeah.
But that's the reason, yeah. And that's the only way that we can get it to auto programme into our platform anyways, so.

FG **Fernando Guevara** 56:10
Nice.

GW **Gary Walsh** 56:15

Yeah, but if we had it in the notepad, the export would have been a lot easier, like Danny wouldn't have to do that big chunk of work and the comparison would have been a lot easier, or sorry, the testing would have been a lot easier, but you still would have had to do a bit of work.

DL **Desmond Leo** 56:28

Yeah.

DB **Danny Bowles** 56:28

Mm.

Yeah, the testing like testing probably did take up the most random hours, but I don't know with the level of rigour that we had, it took a lot of time, but things other than...

GW **Gary Walsh** 56:41

I mean, there was about six of us doing it for a week, solid.

DB **Danny Bowles** 56:44

Yeah, yeah, but things like, please.

MH **Michelle Healy** 56:45

I think as well, if the step, like you said, if getting the quick, if this could have been done in notepad and then the export was sharper, we would have had fresher eyes by the time we looked at the export. By the time we looked at the export, you'd already spent, you know, like the guts of a week looking at things. So like the the HR side was starting to fail. And then you're going in looking at things again. And that's why James was able to come in at like the 11th hour and find all these things because we'd looked and looked and looked and looked. Getting this other, the first stage right of like the notebook for questions, that's all streamlined. It would save us so much time so we're fresher for the part that has to be done.

DL **Desmond Leo** 57:25

Were those things that James caught things that an ALL M could catch because they

were very simple basic spelling things, or were they things that like required context and logic in the thinking brain?

DB **Danny Bowles** 57:38

It required a thinking brain, but an LMM could have with J.

GW **Gary Walsh** 57:42

Some of them are could have, some of them are one of.

DB **Danny Bowles** 57:43

Yeah, yeah, there was there was way there was way of asking a question that didn't that that that wasn't quite that wasn't quite appropriate, that would have got that would have might have been fine, but if you had a trained LLM that was quite rigorous in how what good research question looks like, it would have it might have might have spotted it.

DL **Desmond Leo** 57:45

OK.

Yeah.

DB **Danny Bowles** 58:03

I, I used it to...

GW **Gary Walsh** 58:03

The brands it might not have.

DB **Danny Bowles** 58:05

No, I used it to spot brand, like typos in brand names, and it did a good job of in some cases, but didn't catch Goodfellas, which was caught by him. So like...

GW **Gary Walsh** 58:13

Yeah, yeah.

DB **Danny Bowles** 58:16

But other things like, again, if we're pre-populating that, if it's a, if it's MCP, that it's

please select all that apply that took up a load of our time, fixing though, so some of them it was selected, please, that.

Again, pre-populated, if, if, if, if, if other specifies in there that we that it knows that we like to say other, please specify with a comment or whatever. All of these kind of rules would fix from the start would have been great, and again, I think, yeah, and that, yeah, spotting things like typos and stuff like that as early as as early as possible, even if the client's right, as the client's writing it in big class.

DL **Desmond Leo** 58:32

That sounds like a very weird, yeah.
Yeah.

GW **Gary Walsh** 58:54

Like, it's no joke, Desi. There had to have been 20 hours minimum spent basically checking, please select all of like, because there were six of us doing it for the bonds of a full day.

DL **Desmond Leo** 59:04

As possible, how many, how many questions were there? Like, why would you just go into the editor and just be like, is this please select all applies? Is this please?

GW **Gary Walsh** 59:11

Because some of the, like, I did, I did that and I broke some, there's some places where other is used, where it's kind of within the context of the question, not within the multi-selects, and in whatever way this had to be scripted. And again, like I said, there was a, there was an instruction for us to.

Do it manually, so like there was kind of like a prerequisite part of us doing it, and that wasn't it wasn't on a budget on this survey, so...

DL **Desmond Leo** 59:32

Mhm.
Well, I mean, I think one, one...

GW **Gary Walsh** 59:41

And...

MH **Michelle Healy** 59:41

I think it's good that Gary did the link testing as well because he hated it so much and he said he's going to code his way out of it.

I just think that would be great for us to have in the back, like, because there's no way we could have conveyed to you the help that that was. I feel now you'll have an extra special interest in getting a...

GW **Gary Walsh** 59:50

Yeah.

I was so angry at the end of that process.

MH **Michelle Healy** 1:00:03

I think now you'll have an extra special motivation to.

GW **Gary Walsh** 1:00:03

At all.

DB **Danny Bowles** 1:00:03

I, I, I think it it it.

DL **Desmond Leo** 1:00:04

It lights the fire under your bum, be like, this is the top priority. We, I mean, we have been, we have been working on a testing toolbar to make testing a lot easier when you do test surveys. So that is coming up, that's going to be out like before.

MH **Michelle Healy** 1:00:16

Yeah.

And that's Gary's new number one priority.

DB **Danny Bowles** 1:00:21

Mhm.

DL **Desmond Leo** 1:00:22

But apparently...

GW **Gary Walsh** 1:00:22

It wouldn't have solved this particular instance, no, because it's still, like I say, it was, I think this was just a special case where that time was going to have to be spent regardless.
And.

DL **Desmond Leo** 1:00:34

Just because Declan wanted to do a very manual.

GW **Gary Walsh** 1:00:37

Yeah, pretty much, yeah, yeah. There was a no, there was a no, like we had to go through every single one of them multiple times to kind of put your name on it effectively. Like there was like an individual sign off on each brand in a way, you know. So I think it was just a special case here, but certain things could have been done a lot more efficiently with that.

DL **Desmond Leo** 1:00:38

Research.

GW **Gary Walsh** 1:00:56

The system.

DB **Danny Bowles** 1:00:58

If, if, if we were to go through the three, the three personas, so for us, we say that you said kind of what was the biggest kind of mental barrier or pain point that could be fixed for Fiona.

She wasn't, she didn't use a huge amount after the start, but I think like editing, deleting comments would be, or editing comments would be the main one for her. But I think she's very happy with what she saw. The other thing is that for her, she can quickly see what was added in last year because she would have been, had open an XLS well.

GW **Gary Walsh** 1:01:27

I bet it would be better if that was up a layer, Fernando, like she shouldn't have to come in here to the briefs to see that.

DB **Danny Bowles** 1:01:27
so that she can see side by side.

FG **Fernando Guevara** 1:01:34
Uh-huh.

GW **Gary Walsh** 1:01:35
They hit the back button there, whoever screen we're looking at.
Make sure to see it there, basically.

FG **Fernando Guevara** 1:01:41
Okay.

DB **Danny Bowles** 1:01:43
And...
For and for Mary, what what what do you think, Michelle? What's like for the client to improve it for the client? What's the what's the what's the key thing?

MH **Michelle Healy** 1:01:55
I think a sim, they could see what they did last year, couldn't they?

GW **Gary Walsh** 1:01:59
Yeah.

DB **Danny Bowles** 1:01:59
They could, in a very simple, in a simple way, yeah.

GW **Gary Walsh** 1:02:02
To compare it.

MH **Michelle Healy** 1:02:03
Um...

DL **Desmond Leo** 1:02:04

Yeah.

DB **Danny Bowles** 1:02:05

I think for them, sorry, yeah, being able to cross out, like, like, a kind of track changes a little bit more of the visit.

DL **Desmond Leo** 1:02:12

Or, or not, it sounds like for them it was navigating and finding their way around the multiple panels, multiple dashboards.

DB **Danny Bowles** 1:02:16

Yes, exactly, exactly, exactly.

MH **Michelle Healy** 1:02:18

That wasn't the thing from a lot of clients though. Most clients only had one dashboard. It's probably the minority that had more than one.

DB **Danny Bowles** 1:02:24

Mhm.

DL **Desmond Leo** 1:02:24

Mm.

DB **Danny Bowles** 1:02:26

But...

GW **Gary Walsh** 1:02:27

It just wasn't clear to them what was required of them and what changed. I think that's a broad statement, whether it's comments or the competitors changed or what you were asking to do. For me, Fernando, I thought like kind of maybe a swim line chart up a level for them that made it clear to them because what does completed mean, what does a client accepted mean? They had no visibility what was next, where there was maybe like a

DB **Danny Bowles** 1:02:34

MM.

Yeah.

GW **Gary Walsh** 1:02:50

a swim lane that showed them you're here, it's going to go here, this is what will happen here, Danny will review it or Empathy will review it, it'll come back to you, then you'll have to accept it. I mean like it wasn't clear to them that there was that flow, so maybe if there was some swim like chart to show this is where it's going to go and you can see where each brand is on it.

FG **Fernando Guevara** 1:03:03

Yeah.

DL **Desmond Leo** 1:03:09

Well, I think what we could, what we could do is, once we, once we make these changes, we can do a practise dry run, each one of us pretending to be one of the Danny, Mary, Fiona things, and then just going through and being like, and just having going through that experience.

FG **Fernando Guevara** 1:03:09

Mm.

GW **Gary Walsh** 1:03:09

And...

DB **Danny Bowles** 1:03:11

Yeah.

GW **Gary Walsh** 1:03:22

Joel.

DL **Desmond Leo** 1:03:28

And now we'll have time to actually do that, right? Because we don't have to do, I mean, is the next one, when does the next one, is the next one also launching in Feb?

FG **Fernando Guevara** 1:03:31
Dev.

GW **Gary Walsh** 1:03:31
Yeah.
We don't have to negate the same screen yet.

DB **Danny Bowles** 1:03:38
Should be should be fab, so they they should be coming in here in in December in December time to give us a bit like to be re-looking at it. In principle, it's always open. So, in principle, like what Decca said, is some a client can always come in and apply and and start it, but only in principle.

FG **Fernando Guevara** 1:03:38
Orla.

DL **Desmond Leo** 1:03:44
Okay.

DB **Danny Bowles** 1:03:57
We, we, like, no client is has jumped in yet, and I don't expect them to. There'll be, there'll be, there will be a call for interest at a certain point, and then the clients will come. So, but in principle, they could also go in in September and October, but I wouldn't be like, I'd be more working to the decide, like,

DL **Desmond Leo** 1:04:07
Okay.

DB **Danny Bowles** 1:04:16
Yeah, a Q4 deadline, let's say.

DL **Desmond Leo** 1:04:18
Okie dokie.

GW **Gary Walsh** 1:04:18
If someone comes along in September, you'll be able to deal with them the way we currently are, because it's just one, two, three. It's when 47 are coming in on a bulk, that's what it means.

DB **Danny Bowles** 1:04:24
Yeah, exactly.
Yeah.

DL **Desmond Leo** 1:04:26
Cool.

DB **Danny Bowles** 1:04:27
Exactly.

GW **Gary Walsh** 1:04:28
The other point I was going to make it within here is that, like I said, can they see what has changed and what's asked of them? So there's a comment on them on Q5 or there's a comment on competitor, like some sort of, again, I go back to Facebook, click when I log in, not that I've done it in a long time, but if I remember correctly, there was a thing at the top that told me what.

DB **Danny Bowles** 1:04:37
Yeah.

GW **Gary Walsh** 1:04:48
I could click on it and see, you know.
What do I need to do? You know, Danny has asked me to comment on this or Michelle has asked me to cheque this. I need to press this approve button.

DB **Danny Bowles** 1:04:52

Yeah.

Yeah, I...

Yeah.

Yeah, I have a kind of, well, similarly, I have kind of a Google Doc in mind, which with track changes, so they can see what's changed, as you say, and there is a clear, and if they could, they could assign someone to to.

GW **Gary Walsh** 1:05:09
Mm.

DB **Danny Bowles** 1:05:17
to deal with a comment or to deal with a specific dashboard.

DL **Desmond Leo** 1:05:22
Yeah, or you specify in the comment who you want to send the who, who you want to ping as part of that, as part of.

DB **Danny Bowles** 1:05:28
Yeah.

GW **Gary Walsh** 1:05:29
But multiple users on a client is something that has to change for sure, because I broke it a couple of times, was gone into the database where one person did the registration, but they're on holiday. So another person can't create an account without creating the client itself again, which would break. So if Desi, if you went in and created it for Empathy.

DB **Danny Bowles** 1:05:33
Yeah.

DL **Desmond Leo** 1:05:47
Mm.

GW **Gary Walsh** 1:05:51
and wanted to delegate the task to me, there's no way for me to get an account. So

we need a mechanism to...

Add A *** account.

DL **Desmond Leo** 1:05:59

Sign up, sign up as a new user.

GW **Gary Walsh** 1:06:01

Yes, and apply to be part of a client or have whoever sets up the client have the ability to add someone else under it.

DB **Danny Bowles** 1:06:01

Yeah.

Yeah, I was saying that at an app at the application stage, you can add in a couple of, you can add in an extra e-mail, someone else who should have access.

GW **Gary Walsh** 1:06:14

Yeah.

FG **Fernando Guevara** 1:06:15

That makes sense, right?

GW **Gary Walsh** 1:06:16

We need some, we definitely need something like that because I, that was something that was a big pain that Danny at the start with. Danny said, like, such and such needs to change and we'd have to express them, okay, but like this person has it now, you can't, you know, and there was change in e-mail as well because there was one person who logged, registered with one e-mail.

DB **Danny Bowles** 1:06:29

Mm.

GW **Gary Walsh** 1:06:37

I kept logging in with the other e-mail. I was getting pretty tick about it, if I remember correctly. And then...

FG **Fernando Guevara** 1:06:37

And then?

Ohh.

MH **Michelle Healy** 1:06:42

She was a lunatic, and then he changed it, and then she logged in with the old one.

FG **Fernando Guevara** 1:06:42

OMG.

DB **Danny Bowles** 1:06:43

Haha.

GW **Gary Walsh** 1:06:45

Yeah.

FG **Fernando Guevara** 1:06:46

Ha ha ha.

MH **Michelle Healy** 1:06:48

Zed, please stop emailing me on my personal e-mail. How on earth would I have your personal e-mail?

FG **Fernando Guevara** 1:06:50

Yes.

GW **Gary Walsh** 1:06:50

Yeah.

DL **Desmond Leo** 1:06:53

Yeah.

FG **Fernando Guevara** 1:06:54

Yeah.

GW **Gary Walsh** 1:06:54

So there was that client management part of it was all done in the database and that anything that's been done in the database is sketchy. We shouldn't be doing that as a principal. So.

DL **Desmond Leo** 1:07:04

Right, we should have, well, I mean, we should just basically have a user editing interface where you can go through the users and, okay.

GW **Gary Walsh** 1:07:07

Is it?

Yeah.

Yep, yep, yep.

DL **Desmond Leo** 1:07:14

Cool, all right. This is good to know. We'll get this conversation summarized, put together a list of things that Fernando can look at and work towards getting it for December.

FG **Fernando Guevara** 1:07:23

Yep.

GW **Gary Walsh** 1:07:26

But when you're doing a Fernando, when you like, we might need a prep call before you do new designs on OMahony so that you have a clear vision of what that thing is going to be.

FG **Fernando Guevara** 1:07:35

That is, to me, that is the challenge, because...

DL **Desmond Leo** 1:07:36

Yeah.

GW **Gary Walsh** 1:07:38

Yes, wrapping the tilt and making one.

DL **Desmond Leo** 1:07:39

Yeah.

FG **Fernando Guevara** 1:07:40

That is the challenge, yeah.

DL **Desmond Leo** 1:07:41

I'm starting, I'm starting to lose faith that we can reuse this, and I'm starting to think.

GW **Gary Walsh** 1:07:47

I think we can, I think we can if we go, if we we try and if we...

FG **Fernando Guevara** 1:07:48

Mm.

GW **Gary Walsh** 1:07:52

That visual horizontal section is a problem. If we can find a way to break that up whereas in a way they do kind of have to pick it some way that that that it.

DL **Desmond Leo** 1:07:56

Mm.

GW **Gary Walsh** 1:08:06

The barrier is when Danny, when you say that they, we don't want them to have to pick something like we just want them to type it into a section versus having a generic system. Something's going to have to give there, we might have to have them when they click the button say I am adding a elective statement, question, I'm adding a statement, I'm adding a CEP.

to make it generic, but then we have an issue of do they know what they need to add and all that type of stuff. So that's the challenge from a design perspective. So if we're going to address anything from Mary, we need to make sure we understand

what the omni thing is first.
Maybe you're right, Desi, maybe we can't do it.

DL **Desmond Leo** 1:08:41
Yeah.

MH **Michelle Healy** 1:08:42
The thing is, it's simpler than OMahony is simpler, like it's...

GW **Gary Walsh** 1:08:45
That's the problem is that that does he make that is so simple and we make once and we make that system do the brown builder thing.

MH **Michelle Healy** 1:08:49
Ohh, too simple.
Yeah.

GW **Gary Walsh** 1:08:55
We, like I said, we already have six or seven applications in the one platform. I really, really don't want to have to make another one specific for.

DL **Desmond Leo** 1:08:55
Yeah.
Yeah.

GW **Gary Walsh** 1:09:04
We won't, we'll come up with something. It'll be like a type where it's a tracker and that tracker has this.
You'll have to go up with something.

DL **Desmond Leo** 1:09:12
Yeah, it's something to think about. OK.

GW **Gary Walsh** 1:09:15

But we can't design, we can't design the change for this one without knowing what we're going to do for that OMahony.

MH **Michelle Healy** 1:09:21
Okay, but if you need me to join that call.

FG **Fernando Guevara** 1:09:22
Hmm.

DL **Desmond Leo** 1:09:24
Cool. Thank you, guys.

FG **Fernando Guevara** 1:09:26
Good.

MH **Michelle Healy** 1:09:27
Thanks, everyone.

● **Desmond Leo** stopped transcription