




Notes

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Tech Fleet Newsletter - Sprint Demo / Planning

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Attachments  Tech Fleet Newsletter - Sprint Demo / Planning

Meeting records  Recording

Summary

The meeting included a sprint demo featuring presentations from Khadijah Ibrahim on the KPI workshop and Katarina Berezina on personas and empathy maps, while Morgan Denner provided a project overview and discussed Sprint One accomplishments, vision/scope workshop outcomes, and MVP/MMP feedback. The team then transitioned to sprint planning in Fig Jam, where Morgan Denner introduced tasks like the mailing audit and the continuation of the competitive analysis and customer experience strategy workshops, emphasizing self-commitment and team accountability for the upcoming sprint.

Details

- **Sprint Demo and Planning Introduction** Morgan Denner welcomed everyone to the sprint demo and planning for the one-week sprint project. They noted the team accomplished their goals for the previous week and asked for volunteers to showcase their work.
- **KPI Workshop Presentation** Khadijah Ibrahim volunteered to present the work from the KPI workshop. They added the KPIs to the vision board and would discuss them.
- **Personas and Empathy Maps Presentation** Katarina Berezina agreed to present the work in progress for the personas and empathy maps developed in the workshop.
- **Project Plan and Context** Morgan Denner stated they would present the project plan, their progress, and provide a larger context for the board.
- **Customer Experience Strategy Workshop Demo Request** Morgan Denner encouraged someone to demonstrate the work started on the customer experience strategy workshop, emphasizing it as an opportunity for feedback regardless of completion.
- **Reasons for Hesitation in Volunteering** Morgan Denner inquired why some individuals were hesitant to volunteer, with Nihan Durmaz stating they were not at home, Bran C citing lack of sleep due to work, and Suyen Stevenson mentioning a potential incoming call.
- **Suyen Stevenson Volunteers** Suyen Stevenson eventually volunteered to present the customer experience strategy work and Morgan Denner offered to take over if their call came in.
- **Project Overview and Accomplishments of Sprint One** Morgan Denner provided context for the four-week project, stating that Sprint One focused on project management, developing a customer experience strategy, running workshops for personas, empathy maps, and KPIs, and continuing work on the vision and scope.
- **Vision and Scope Workshop Outcomes** Morgan Denner explained the release vision and scope workshop aimed to define concrete outcomes, prioritizing problems based on risk and certainty, identifying use cases, and creating release-level vision boards with Dominic and Khadijah Ibrahim.

- **Key Components of Release Vision and Scope** Morgan Denner detailed that the vision and scope components help see the problems being solved, value statements derived from problem statements, and MVPs/MMPs for potential, current community members, and funders.
- **Feedback on MMP and Focus for Next Sprint** Morgan Denner mentioned that Alex on the board gave feedback that they were on the right track with MMP outcomes but needed to focus on the service design operations of the newsletter itself. As a result, the team will build problem statements for the operational side of newsletter creation in Techfleet for the next sprint.
- **MVP Outcomes for Potential New Members** Morgan Denner read some agreed-upon MVP outcomes for new members, including increasing brand awareness, showcasing Techfleet's value proposition, filling training gaps, integrating service leadership, reducing cognitive load during onboarding, and discovering reliable information sources.
- **MMP Outcomes and Current Member MVP Outcomes** Morgan Denner noted that MMP outcomes were not part of the current project and encouraged the team to review them. They also read the current member MVP outcomes, which include highlighting master class and project outcomes, providing detailed explanations of Techfleet practices, introducing the Techfleet dashboard, exposing members to guest speakers and alumni, and establishing multiple communication lines.
- **Next Steps for Product Development** Morgan Denner stated that the product owner would begin building epics, features, and backlog tasks for the MVP, which will enable measuring progress toward the release. They explained how larger and smaller work items would be categorized in the backlog to create a roadmap.
- **Invitation for Feedback and Transition to Personas** Morgan Denner invited feedback on the presented information and transitioned the presentation to Katarina Berezina to discuss the personas and empathy maps.
- **Overview of Personas and Empathy Maps Workshop** Katarina Berezina explained the team conducted a workshop to develop personas and empathy maps for three audiences: potential members, current members, and funders, building understanding of their pain points, motivations, goals, and tools.
- **Development Process and Deliverables** Katarina Berezina described how the work started with existing knowledge about the audiences, followed by team

contributions to define demographics, tools, goals, motivations, and tasks, culminating in persona cards and empathy maps.

- **Potential Member Persona Highlights** Katarina Berezina detailed the potential member persona, characterized by excitement about tech but feeling overwhelmed about where to start. Their main goals include gaining foundational skills, practical experience, building a network, and finding accessible learning resources. Their motivations involve seeking a fulfilling and stable career and making a positive impact. Common tasks include searching for resources, working on personal projects, and networking, while pain points include feeling lost, lacking experience, high costs of learning, and self-doubt.
- **Current Member Persona Highlights** Katarina Berezina presented the current member persona, who finds Techfleet invaluable for real-world experience and connections but can feel overwhelmed. Their goals are to participate in projects, master skills, manage time, navigate the community, and gain confidence. Motivations include career advancement and community connection. Tasks involve project participation and collaboration, but pain points include information overload, time constraints, communication across different channels, and experience barriers.
- **Funder Persona Highlights** Katarina Berezina described the funder persona, looking for organizations with a compelling vision and a clear plan for impact. Their goals are to allocate funds effectively, ensure transparency, foster long-term partnerships, and support meaningful initiatives. Motivations align with these goals, focusing on positive change and strategic investments. Common tasks involve researching organizations and assessing grant applications, with pain points including assessing impact and effectiveness of grantees and ensuring funds are used as planned.
- **Tools Used by Personas** Katarina Berezina noted the potential member uses tools like Google Suite, Slack, Discord, YouTube, Figma, and AI tools. The current member's tools were similar. The funder uses email, phone, LinkedIn, donor management software, project management software, and Google Analytics.
- **Introduction to Empathy Maps** Katarina Berezina transitioned to discussing the empathy maps, which were built based on the described personas.
- **Empathy Map for Potential Members** Katarina Berezina provided a two-minute summary of the empathy map for potential members, highlighting their thoughts (excitement and uncertainty), actions (searching for resources, networking),

motivations (proving themselves, building community), feelings (excitement, isolation, fear), what they might say (inquiries about joining Techfleet and benefits), and what they value (hands-on learning, inclusive community, clear structure, feedback).

- **Value of Personas and Empathy Maps** Morgan Denner thanked Katarina Berezina and emphasized the importance of these artifacts for strategic decision-making, telling the story of their audiences, and providing guidance for future teams.
- **Transition to KPI Work Presentation** Morgan Denner asked Khadijah Ibrahim if they were ready to present the KPI work.
- **KPI Success Measurement Workshop Overview** Khadijah Ibrahim began presenting the takeaways from the KPI success measurement workshop, explaining its purpose was to define success metrics for the project, the business, and each audience, linking back to the vision and scope.
- **Business Purpose and Goals** Khadijah Ibrahim outlined the business purpose, including keeping the community aware, showcasing Techfleet's value, highlighting members, sharing opportunities, showcasing thought leadership, and building a case for funding. The business goals focused on showcasing members, providing helpful information, and sharing opportunities.
- **Measurements for Business Success** Khadijah Ibrahim detailed how business success would be measured, including new members, customer feedback, repeat master classes, sustained projects, new programs, stakeholder surveys, website traffic, brand mentions, demographic data, impact studies, job placement rates, referrals, and adoption of their approach.
- **Measurement of Success for Prospective Members (Steps)** Khadijah Ibrahim explained the metrics for success at each step for prospective members, including onboarding call attendance, drop-off rates, attendee comprehension, facilitator feedback, questions asked, Discord growth, newsletter opt-in rates, email engagement, newsletter-driven onboarding, and optimization based on these metrics.
- **Measurement of Success for Prospective Members (Outcomes)** Khadijah Ibrahim continued with outcome measurements for prospective members, such as engagement rates, conversion to new members, post-signup engagement, time to sign-up, awareness of Techfleet from other sources, ability to identify

Techfleet, ease of finding online information, attendance and understanding of onboarding calls, joining Discord, and opting into the newsletter.

- **Tools for Collecting Measurement Data** Khadijah Ibrahim listed tools for collecting data, including email marketing platforms, quick surveys, and Google Analytics for website and newsletter links.
- **Measurement of Success for Current Members** Khadijah Ibrahim outlined success measurements for current members, focusing on their confidence, being informed through newsletters and user guides (open rates, click rates, page views), project and class engagement (sign-ups, drop-offs, application rates), and certification completion rates. Tools include Mailchimp KPI tracking.
- **Measurement of Success for Funders** Khadijah Ibrahim presented success measurements for funders, including the type of funders, website traffic, newsletter opt-ins segmented by donor type, open and click-through rates, how they heard about Techfleet, website engagement, reasons for financial support, referral sources, and inquiries for fellowships or grants.
- **Measurement of Success for Funders (Outcomes)** Khadijah Ibrahim mentioned tracking active engagement rates and visibility of impact for funders but noted that specific details were still being developed.
- **Feedback Request and Customer Experience Strategy Workshop** Morgan Denner thanked Khadijah Ibrahim and asked the board for feedback. They also mentioned the ongoing customer experience strategy workshop, where teams will design the newsletter experience based on personas and pain points.
- **Transition to Sprint Planning** Morgan Denner announced the completion of the demo and the team's readiness to begin planning the second sprint.
- **Sprint Planning Process in Fig Jam** Morgan Denner directed the team to Fig Jam for sprint planning, noting it would be mostly asynchronous but with an initial setup. They indicated the project plan with outlined work for Sprint Two and instructed team members to add a sticky note with their name to the "doers" section to commit to work for the next week.
- **Self-Commitment and Teamwork** Morgan Denner emphasized that team members are self-committing to be part of a cross-functional team, deciding themselves how they want to contribute to the sprint.

- **Mailing Audit Task** Morgan Denner introduced the mailing audit, requesting someone to drive it and inform them of any needed support. The steps include getting mailing stats, defining scope and requirements, running the audit in Fig Jam, compiling recommendations, and presenting progress next week. They asked for a volunteer to take ownership in the RACI chart.
- **Competitive Analysis Workshop** Morgan Denner stated the competitive analysis workshop would continue, noting Nihan Durmaz had started gathering information but encouraged the team to independently explore other competitors and their offerings. They described it as a structured workshop and asked the team to decide if it would be a group or individual activity.
- **Customer Experience Strategy and Future Mailing CX Map** Morgan Denner announced the continuation of the customer experience strategy workshop, for which they would be accountable and schedule time. They also introduced the workshop for a future mailing customer experience map as a valuable UX deliverable and encouraged UX and product team members to participate.
- **Problem Statement Workshop for Newsletter Operations** Morgan Denner mentioned that Dominic, Alex, and they would meet to brainstorm problem statements related to operating the newsletter with LX, aiming to add these to the project scope.
- **Team Task Sign-ups and Racy Hats** Morgan Denner instructed the team to sign up for involvement areas on the board using sticky notes and to adjust their racy hats to reflect their current sprint work. They emphasized that the team should designate someone to be accountable, highlighting that it should be a team member, not the client.
- **Mailing Audit and Racy Hats** Katerina Berezina inquired about where the mailing audit falls concerning the racy hats. Morgan Denner clarified that it's a shared team outcome involving product, research, and project management. Katerina Berezina confirmed that if they participate in the mailing audit, they can still use their UX researcher hat.
- **Racy Hats Preference** Morgan Denner expressed their preference for using racy hats over building racy charts.
- **Upcoming Workshops** Suyen Stevenson asked about the number of workshops planned for the upcoming week. Morgan Denner outlined a workshop for competitive analysis, two potential customer experience strategy working

sessions (one dependent on the other), and the possibility of the mailing audit team meeting. They also mentioned a previously scheduled meeting with Alex and Dominic for problem statements.

- **Customer Experience Workshops** Suyen Stevenson clarified that the initial customer experience strategy workshop needs to occur before the future mailing workshop. Morgan Denner confirmed this but suggested scheduling two customer experience workshops to allow for continued work, potentially leading into the future CX mailing topic.
- **Asynchronous Work and Support** Morgan Denner asked the team to continue working asynchronously and stated they would be available in the chat for support, working with Dominic to get tickets into the backlog. They praised the team's progress and encouraged them to feel proud of their work.

Suggested next steps

- ☐ The group will own and initiate the mailing audit by (1) getting current mailing stats from Morgan Denner, (2) deciding scope and requirements, (3) running the audit in Fig Jam, (4) compiling recommendations and documenting them in Fig Jam, and (5) presenting a work in progress next week.
- ☐ The group will continue the competitive analysis next week by (1) exploring competitors beyond client suggestions, (2) running the competitive analysis workshop, and (3) forming takeaways.
- ☐ Dominic, Alex, and Morgan Denner will meet with LX to identify and brainstorm problem statements that revolve around the problems for operating the newsletter.

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