

Communications Document

It was Agreed on Email to have a meeting regarding the project outline and specifications.

Everyone taking part in this project was invited.

Emails Regarding the agreement.

Local bookstore Application

Inbox



Albert

Herbst

16:24 (12 minutes ago)

[<albertherbst05@gmail.com>](mailto:albertherbst05@gmail.com)

to me



Good afternoon, members of JSoftware Development Company.

I would like to inquire if you would be able to develop an application for my local bookstore.

Thank you for your time and consideration.

Bookstore manager Albert



John Herbst

16:36 (0 minutes ago)

to Albert



Good day Mr Herbst.

We appreciate your inquiry about your local bookstore application and would be more than happy to assist you.

We would like to arrange a meeting to discuss the key features and core objectives of the application.

If it is possible can this meeting be held on 12 March at your bookstore office. Will this be convenient for you?

If so please have as much information as possible, Such as ideas, available books and details of employees you would like to help handle this project.

Kind regards

John



Albert Herbst

16:42 (0 minutes ago)

to me

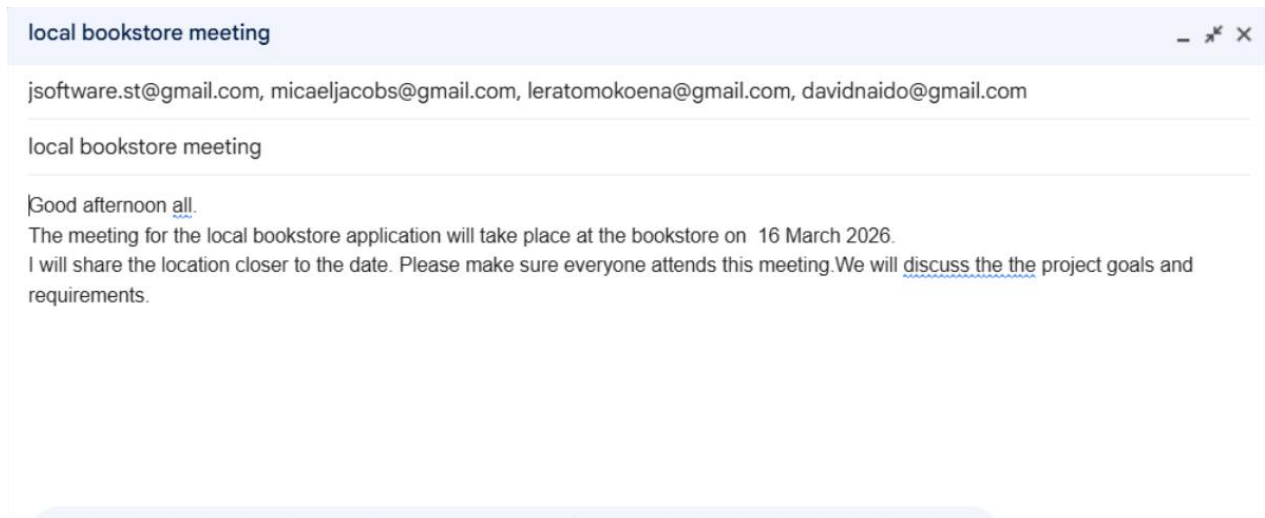


Thank you for your response

I am available that day, We can discuss everything necessary will surely have the details in place

Kind regards

Albert



The meeting was held.

Meeting Minutes

Meeting Minutes – Mobile Application Project for Local Bookstore

Meeting Title: Project Specification Discussion – Bookstore Mobile App

Date: 12 March 2026

Location: Bookstore Office / Online Meeting

Meeting Duration: 10:00 – 11:15 AM

1. Attendees

- **John Herbst** – Project Manager / Development Team Representative
- Albert Herbst – Bookstore Owner (Client)
- **Michael Jacobs** – Lead Mobile Developer
- **Lerato Mokoena** – Marketing Manager
- **David Naidoo** – UI/UX Designer

2. Meeting Objective

The purpose of the meeting was to discuss and clarify the **project specifications** for the bookstore mobile application. The goal was to ensure that the **client, stakeholders,**

and development team all clearly understand the project goals, requirements, and main features that the application will include.

At the start of the meeting, **John Herbst summarized the objectives of the project**, and the team confirmed that everyone had a clear understanding of the purpose of the mobile application and the expected outcomes.

3. Key Discussion Points

3.1 Project Goals

The bookstore owner explained the motivation behind developing the mobile application.

The agreed project goals include:

- Creating a **convenient mobile shopping experience** for customers
- Allowing users to **browse and purchase books online**
- Increasing bookstore visibility and sales
- Improving customer engagement through personalized features

All attendees confirmed that they understood and agreed with the **overall project goals and requirements**.

3.2 Book Browsing and Search Function

A discussion took place about how customers will find books within the app.

The development team proposed a **powerful search function** that will allow users to quickly locate books.

The search feature will allow customers to search for:

- **Specific book titles**
- **Authors**
- **Book categories or genres**

The UI/UX designer suggested placing the search bar **prominently at the top of the application** to make it easy for users to find books quickly.

The bookstore owner agreed that this feature is essential for improving the **user experience and convenience**.

3.3 Core Application Features

The following core features were discussed and approved:

- Book browsing by **category, author, and genre**
- A **search system** for finding specific books
- Book detail pages with descriptions, prices, and availability
- Customer accounts and login functionality
- Shopping cart and secure checkout process
- Order tracking for customers
- Ratings and reviews for books

The bookstore owner confirmed that these features meet the **primary business needs** of the store.

3.4 Personalized Recommendations

The marketing team suggested implementing a **recommendation system** that suggests books based on:

- Customer browsing history
- Previous purchases
- Popular or trending books

This feature was supported by the client as it can help **increase sales and improve customer engagement**.

3.5 Marketing and Promotions

The marketing team discussed ways the application could help promote the bookstore.

Suggested features include:

- Push notifications for promotions and discounts
- Notifications for new book releases
- Highlighting featured books
- Special offers for registered users

The bookstore owner agreed that these features would help **retain customers and encourage repeat purchases**.

3.6 Proposal for Digital Books

During the meeting, **John Herbst proposed an additional idea** to the bookstore owner and stakeholders.

The idea was to **include digital books (eBooks)** within the mobile application, allowing customers to purchase and read books directly on their mobile devices.

Potential benefits discussed:

- Expanding the bookstore's product offerings
- Allowing customers to access books instantly
- Attracting more technology-oriented readers

The bookstore owner and marketing team expressed interest in the idea. However, they agreed that **this feature may be considered for a later phase of development**, depending on the project timeline and budget.

3.7 User Interface and Experience

The UI/UX designer explained that the application should have:

- **A clean and simple interface**
- Easy navigation between book categories
- **A clear search feature**
- A quick and efficient checkout process

The client requested that the design should **reflect the bookstore's brand and welcoming atmosphere**. The logo and design will be shared. The agreed color pallet is a soft green, light brown and grey.

4. Decisions Made

The following decisions were finalized during the meeting:

- Develop a **mobile application for the bookstore**
- Include a **search feature for books, authors, and categories**
- Implement **book browsing, purchasing, and order tracking**
- Add **personalized recommendations**
- Use **push notifications for promotions**
- Ensure a **simple and user-friendly interface**
- Consider adding **digital books (eBooks) in a future development phase**

5. Action Items

Task	Responsible Person	Deadline
Document detailed system requirements	Development Team	18 March 2026
Design application wireframes	UI/UX Designer	20 March 2026
Plan marketing features for the app	Marketing Team	22 March 2026
Review and approve final specifications	Bookstore Owner	25 March 2026
Deadlines may change		

6. Next Meeting

Date: 25 March 2026

Purpose: Review **wireframes, system requirements, and development timeline** before starting the application development phase.