



INDAIX
Foreign aid
MEETING REPORT

Project : Indaix 2007
Meeting date: 2007-01-31
Writing date : 2007-01-31

Object : Marketing progress meeting

AGENDA:

Objective :
 To identify the activities to improve and to collect involved actors, existing, and encountered difficulties.

Plan:

1. Agenda
 - 1.1. Observations and Decisions
 Artyzan web site project:
 Involved actors:
 Basic Documents:
 Data to make of:
 Few Web sites of reference
 General constraints:
 Content of the demo / complete web site:
 2 type of browsing:
 - 1.2. Action to do
2. Appendix
 - 2.1. Information Map by Cedric and Sara
 - 2.2. Home page artyzan by Cedric and Sara

Participants			Diffusion
BERCELIOT	Cédric		Indaix board Dimitri KLEIN Rajkumar Cédric BERCELIOT Sara VETTETH Saif Ratheena
VETTETH	Sara		
BRAC de la PERRIÈRE	Emilie	Treasurer	
ESTEVE	Pierre	Com. representative	
ROQUEBLAVE	Julien	President	
SILBERFELD	Marie	Vice president	

Author	Indaix board
NEXT MEETING DATE	

INDAIX at CWI's place	Indaix – association loi 1901 – N°W131000760
234 V.M street	546, avenue Jean Monnet
Mylapore, Chennai, 600 004, India	13090 Aix en Provence, France
contact @ indaix.fr	
http://indaix.fr	

MEETING REPORT

1. Agenda

1.1. OBSERVATIONS AND DECISIONS

Artyzan web site project:

Artyzan's brand groups luxury products in limited edition. Most products can be customized. The aim of the Artizan web site project is to promote all the products made by students and make customized services attractive.

Involved actors:

- Marketing part : Sara VETTETH, Cédric Yann BERCELIOT
- Student part : Rajkumar
- Design and computing part : Saif, Ratheena, Indaix board, and the Web Design classroom

Basic Documents:

- Cédric's 2 PowerPoint Files.
- Sara's plan and sketch of the Artizan Web site
- List of items, pictures and description of the items

Data to make of:

Described entities are given as examples. They need to be validated

- Article : name, description, picture, color, price, student name, designer name
- Pattern : Name, size, picture
- Category of article : name (Interior, fashion, papery)
- Student : name, identity picture, email, age, school year, design articles
- Contributor (designer, photographer, ...):name, company name, address phone number, email, website
- Customer : Name, address phone number, email, bought articles, quantity, picture, picture description

Invoicing must not be taken into account for this mission.

Few Web sites of reference

- www.luxuryculture.com
- www.philippe-starck.com
- <http://gerardklein.org/>
- <http://tse-tse.com>

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General constraints:

- 07/03/03 : Opening of the Artizan shop
- The collection is updated 4 times per year.
- The Web site must be published in French and in English language
- Offered articles must be related to the syllabus and the demand of the western market

Content of the demo / complete web site:

- 1 sketch « What is Artizan » (concept)
- 1 sketch « CWI »
- 1 sketch « Limited edition »
- 1 sketch « Customize »
- 1 sketch « Co-branding »
- 1 sketch « Direct link » and Contact Artizan
- 1 sketch for ambiances
- 1 sketch with the description of the article with the designer, the photographer, and the student
- 3 distinct categories of articles: Interior, Fashion, Paperie and Travel.
- 1 order form of articles with the enclosed pattern.

2 type of browsing:

- by ambiances
- by categories

1.2. ACTION TO DO

ACTION	IN CHARGE	WEEK
<ul style="list-style-type: none"> • To do the meeting report • To stamp the meeting report • To design all the screen sketches • To choose and to book the domain name • To choose the Web site hosting • to supply the list of articles, descriptions and pictures • To present a demo 	INDAIX	WEEK 5
	ARTYZAN	
	INDAIX	WEEK 6
	ARTYZAN	
	ARTYZAN	
	ARTYZAN	
	ARTYZAN	
	INDAIX	WEEK 8

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2. Appendix

2.1. INFORMATION MAP BY CEDRIC AND SARA



2.2. HOME PAGE ARTYZAN BY CEDRIC AND SARA



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