Confluence is an open and shared workspace

Create, collaborate, and keep all your work in one place

Unlike document and file-sharing tools, Confluence is open and accessible, helping your team, and your company do their best work together

Project Planning

Rock Climbing in Colorado Project Plan

Objectives: Team rock climbing tours are very popular and successful for us. We have the opportunity to be the first to launch this offer in the area.

Due Date: 09 Sep 2023

Key Outcomes: Over 1,200 bookings for the first 6 months which would bring in an additional 15% in revenue

Status: [17%] Rock climbing in Colorado is in progress.
Meeting Notes

2018-03-26 Meeting Notes

Attendees
- Emma
- John
- Anna
- Grant

Discussion Items

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Name</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00</td>
<td>Family Friendly</td>
<td>Emma</td>
<td>Explore 3-family-friendly travel locations in the US, California, Oregon, Nevada.</td>
</tr>
<tr>
<td>11:20</td>
<td>Insurance</td>
<td>John</td>
<td>“Insurance” premiums require more expensive health insurance. How do we want to proceed?</td>
</tr>
<tr>
<td>11:45</td>
<td>Location Diversity</td>
<td>Anna</td>
<td>There’s high competition in Caribbean region, but other regions are under-represented.</td>
</tr>
</tbody>
</table>

Product Requirements

User Story: Search

Target release: 30 Aug 2019

Objective
If you’re after a specific page you want to be able to search across the entire instance.

Requirements

<table>
<thead>
<tr>
<th>Title</th>
<th>User Story</th>
<th>Jira Issue</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search field</td>
<td>As a user, I want to be able to click anywhere in the app to search so that I can search anywhere at any time.</td>
<td>Jira-5 - Search field changes</td>
<td>Low</td>
</tr>
<tr>
<td>Search results</td>
<td>As a user, I want to see search results so that I can choose the page I want to see.</td>
<td>Jira-3 - Search results changes</td>
<td>Medium</td>
</tr>
<tr>
<td>Search history</td>
<td>As a user, I want to see a list of previously searched terms so that I can use them as shortcuts to re-search.</td>
<td>Jira-2 - Search history</td>
<td>High</td>
</tr>
</tbody>
</table>
**Marketing Plan**

**Expansion Marketing Plan**

**Objective**
As part of our marketing strategy we are carrying out a series of initiatives within the fiscal year to expand our addressable market. This includes acquiring new users as well as developing related offerings to appeal to a wider market.

**Goals**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase monthly usage rate to funnel</td>
<td>Increase by 5%</td>
</tr>
<tr>
<td>Increase monthly signups</td>
<td>Increase by 5%</td>
</tr>
</tbody>
</table>

**Programs & Timeline:**

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**Blog Post**

**Pacific Northwest Roadtrip Blog**

A few weeks ago 3 Australians, 2 Hols, 1 Roses and a minis named Barbas (Black for short) undertook the road trip of a lifetime, driving from Mountaintop view, California up to Newport, Oregon to watch the Great American Eclipse within the path of totality.

Some might call us crazy, driving 12 hours to watch a moon fully eclipse the sun for 1 minute and 40 seconds. Choose still, some of us were still fresh off the plane after flying from Sydney to Mountaintop. That 1 minute and 45 seconds is definitely going to be worth it. Right?

Our first stop of the day was in a quaint little town called Crescentville, named after the discovery of hot springs. Naturalists and dreamers probably somewhere nearby. Highlights on the route include the old, hand-painted signs and the west senior plus book you never find in the entirety of the world.
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Work better together
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