This week it became apparent to the PMs that the BAs are behind schedule. With no tangible idea for a solution for the project, we decided to increase urgency. We decided to make a deadline. By the end of spring break, there needs to be a solid idea for the Forgotten Philadelphia app and experience with the JustinMind prototyper. In addition, the PMs worked with Doodle, an online scheduling tool to make a better meeting time. I helped with the BAs prepare for the 3rd and last interview in which they interviews the marketing lead for TU Press. Unfortunately, the BAs neglected my advice and asked questions that had little relevance to the scope of the project. To better take advantage of this interviewee, we will draft follow up questions which will help them get a better idea of what the solution will look like.