

Supervisor Meeting Minutes 8

Date: 24 March 2015

Time: 4pm – 5pm

Place: Professor Thng's Office

Attendee List:

SMU:	Professor Patrick Thng
	Chloe
	Gerald
	Hexing
	Arinah
	Farah

Agenda for the Meeting

- Progress Updates
- Project Risk
- Advice on analytics
- Any other Business

Minutes

Discussion Topic	Action By
<u>Progress Updates</u> 1. Current Progress: Iteration 13 Start : 23/3/15 End:12/4/15 2. The team managed to meet up with the client and discussed on the second phase deliverables <ul style="list-style-type: none">- Checkout as guest- Promo code- Product suggestions- Trend analysis	Prof Thng, T-club
<u>Issues</u> Unable to implement Checkout as guest function due to the limitation of the guest license in salesforce. *Checkout as guest enable user to add to cart and automatically create an account upon checkout. However, all guest users are treated as one session instead of multiple guest	

session(Salesforce restriction)

Plan A: Checkout as guest

Plan B: Direct user to registration page upon adding the products to cart (Activated)

Note:

Team will implement the rest of the additional features while waiting for updates from salesforce

Analytics

Data from analytics :

Operational

- Based on historical information such as what user click, what does user typically like?
- Based on these data enhance that particular function

Steps to track customer behaviour and launch campaign using analytics:

1. Using analytics to track the popular category. Eg. From analytics It shows that tops are very popular because it has the highest number of click
2. Tell the client that they can bring in more top
3. However, ask the question, tops or dresses make more profit?

If dresses have 4 times the profit margin then top, how can you attract people to buy dresses? Promotions? Hence, it is important to know the profile of the customer

4. Need to try to use google analytics to track the user profile so that we can predict their behaviour

Suggestion 1:

What is the profile of customer who likes dresses? What is their age group?(Married or Single) what patterns and colors they like for the age group? Where do they work? (eg in CBD→ Buy Dresses, outside CBD→ buy tops)

Suggestion 2:

Targeting SMU students from word of mouth?

Get the profile of what typically SMU girls wear?

If they don't buy (look see), get the profile of who are the people who look see.

<p>5. From the user profile we can find their special characteristics and from there we can predict and target these ladies</p> <p>6. Launch a campaign to test the hypothesis and evaluate the results everyday</p> <p>Main issue: Kaleea does not have enough outreach. Hence, T-club may want to try to help them on this aspect before using analytics and track</p>	
<p>Other business:</p> <p>Set next meeting date and time: 7th April 2015</p> <p><u>Agenda:</u></p> <p>1. Analytics updates</p> <p>2. PPT for Final Presentation</p> <p>Upcoming Milestones:</p> <p>I. UAT 3(UX/UI Testing) on 30th March 2015 (Tentative)</p> <p>II. Kaleea 2nd Collection Launch- 29th March (Tentative)</p> <p>III. Poster Submission – 1st April 2015</p> <p>IV. Final Presentation – 16th April 2015</p>	<p>Prof Thng, T-Club</p>

Recorded by:	Chloe Quek
With inputs from:	Meeting Attendees
Date:	25 March 2015