

SUPERVISOR MEETING MINUTES

Date:	02/02/2016
Time:	1700hrs
Venue:	Prof Chris Boesch's Office
Attendees:	Claudia Foong Pui Shuen, Eva Tan, Goh Yi Xuan, Karen Lim Wen Yan
Absentees:	Nguyen Luong Thanh, Vu Hoang Minh
Agenda:	<ol style="list-style-type: none"> 1. Update Prof on the changes in schedule for User Testing 1 2. Seek advice on comparison tools 3. Others

No.	Task	Follow Up(Person-In-Charge)	Deadline
1.	<p><u>Update Prof on the changes in schedule for User Testing 1</u></p> <p>The key users of our application are the bosses/CFOs of logistics SMEs. Many of them are busy during this season in preparation for the upcoming Valentine's Day and CNY. Some of our clients have even secured new deals and hence found it difficult to schedule a user testing with us.</p> <p>Not many are willing to spare time to conduct user testing with us on a weekend. Those who are able to conduct user testing with us usually inform us on the day itself.</p> <p>Through the scheduling of this user testing, we've learnt that we might have to reschedule user testing even when it is agreed upon. Between this time leading to the next user testing, we tested the application on our own and made improvements accordingly to ensure that the upcoming user testing would be useful.</p>	-	-
2.	<p><u>Seek advice on comparison tools</u></p> <p>Insight Squared</p> <ol style="list-style-type: none"> 1. How we are doing vs what's our target -> DFR best, worst and median 2. Double clicking creates a report/Easy & powerful to use/Instant access to reports -> Creation of 3PL clients account allow them to 	Update Market Research (Eva)	18/02/2016

	<p>sign in to view DFR as and when</p> <ol style="list-style-type: none"> 3. Manage from higher level → VersaFleet Analytics offer different levels of company's DFR, giving users a high level view or granular view of ops 4. Customisation and control – Adding or removing to/from dashboard → Wasn't very applicable to SMEs as they are only interested in finding out how to improve DFR as timeliness of their delivery is their value proposition and what earns them money <p>Tableau</p> <ol style="list-style-type: none"> 1. Data visualization without coding and connects directly to your data servers → VersaFleet Analytics extracts users' data directly from VersaFleet and present these information into meaningful graphs and tables which helps users in identify possible causes of poor DFR and improve in these areas 2. Extremely easy to use → Users simply log in to view their data in the form of visuals as VA is connected to VF to extract data 3. Pricy model -> VA follows a subscription based model to cater to the budget of logistics SMEs 4. Amazing level of insights to non-technical users/Easy to learn -> VA provides different level of views pertaining to DFR without the need for any coding on their end. Users simply have to log in to view the visualizations of their data. 5. Freezes upon handling large amount of data <p>SAP BI</p> <ol style="list-style-type: none"> 1. High purchase and licensing cost → Our clients are mainly SMEs and hence unable to afford exorbitant pricing. VA uses a subscription based model to cater to their budgets. 2. Steep learning curve/Long time needed to 		
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	<p>understand how to implement its features → VA users simply have to log in to view meaningful visualisations of their data which are extracted from VF.</p> <ol style="list-style-type: none"> The interface is very clean and it's very easy to navigate through the different functions within the system → VA presents key information on company's current performance and its target. Data visualisation for company's DFR is done on 3 levels – High, mid, low. Depending on the granularity that user wants to see, user can navigate through the dropdown list or even the links in the tables to the view for the different levels Ability to query a large database <p>ZOHO</p> <ol style="list-style-type: none"> Competitive pricing model → VA uses a subscription based model to cater to our client's budgets. Easy user interface → With minimal clicks, VA users are able to navigate/filter to view visualisations of their company's DFR data. Reports are easy to create and use → Easy creation of client account by VA users for reporting purposes to their 3PL clients. Their clients could log in any time to view companies' DFR to them. Product is simple to understand and implement → VA is extracting company's data from VF, hence all VA users have to do is to subscribe to VA and register their account and they are good to go. Lack of customer support → <p>***Integration with many sources to extract data e.g. excel, other web services etc.</p> <ol style="list-style-type: none"> Find out if the display and presentation of data necessary for reporting is easily 		
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	understandable by 3PLs		
3.	<u>Others</u> <ol style="list-style-type: none"> 1. Currently it's done with dummy data but after mid terms we could obtain actual data 2. What comparison tools didn't tell us but we found out by talking to users 3. For instance, sit down with them to calculate the time saved. Be clear about our assumptions. 4. Singapore cannot be a logistics hub if the level of productivity isn't improved (labour cost increased by 7%) → labour costs increase but productivity remains stagnant. 	-	-

Vetted by: Eva

Follow up: To be circulated amongst team