

Supervisor Meeting 8

Date: 04 November 2015
Time: 7pm
Venue: SIS Level 5

Attendees: Sanjay Nelagadde
Ng Kiat Keng
Foo Yee Cheng
Lim Ting Zhi
Bendexter Lim Yu Xiang
Chua Feng Ru
Chris Boesch (Supervisor)

Agenda:

1. Update supervisor on team's decision of the focus of the app
2. Explain to supervisor our distribution plan

Details:

1. Explained to supervisor what we did to reduce OutOfMemoryError and to reduce loading speed; we changed to "Glide" library to ensure faster loading speed and to handle the encoding and decoding of images
2. Explained to supervisor that we plan to market this app to nail salons and nail polish/art lovers. We will allow free advertisements to these nail salons in the app. All we require is that they send us photos of their nail arts with their location and shop name in the picture. We have currently contacted 46 nail salons for partnership with us, and we have gotten 10 replies saying that they are keen to see the app demo. Partnerships with nail salons will be one of our X-factor and we plan to target as many partnership with nail salons as possible.
3. Supervisor advised us to change embedded advertisements to just "normal" advertisements where users can edit their own nail art photos and upload it via the app.
4. Our distribution plans and go-to-market plans are:
 - a. Approach nail salons via email/messages to form partnerships. The app will be a venue where they can post free advertisements
 - b. Spread to our friends to ask them to download the app
 - c. Create a Facebook page for the app
 - d. Post in international nail art forum telling them the benefits of our app
 - e. Have a campaign whereby the top 3 most-liked posts will win Nail Polish hampers sponsored by our sponsor
5. Supervisor advised us to do visuals when we are explaining our changes instead of doing it in point form.
6. We consult supervisor on how we could load images from the

database faster and easier. Supervisor advised us that we can do either:

- a. Show dummy images (pre-loaded in the app) and load the posts from the database while user is viewing the dummy images
- b. Cache the photos. If certain images are not cached, show icon instead while the app is downloading the images from the database. By caching photos, users can still use the newsfeed without internet connection

Action Items: 1. N.A

Agenda for next meeting: 1. Show supervisor our app
2. Update supervisor on our progress

The meeting was adjourned at 8.30pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Prepared by,
Ng Kiat Keng

Vetted and edited by,
Sanjay Nelagadde