TEAM HEI

SUPERVISOR MEETING MINUTES 07, 13 MARCH 2015

Subject:	Minutes 07
Date:	13 March 2015
Time:	10.00 am
Venue:	SMU SIS, Level 5 Supervisor's Office
Secretary:	Jasmine Lin Qianru

Attendees:

1. Professor Benjamin Gan
2. Ngoh Jun Dat
3. Chester Chiew Wei Hong
4. Keith Tan Xiang Wei
5. Kong Yu Ning
6. Jasmine Lin Qianru

Meeting Agenda:

1. Midterm Presentation Review
2. More User Tests
3. Deployment
4. Project Milestones
5. Questions
6. Any Other Business

Planned Agenda

1. Midterm Presentation Review
    1.1. X-Factor
        1.1.1. Prof Ben advised the team to work on our X-Factor.
        1.1.2. He added that instead of presenting that we have conducted 7 user tests, the team may present the insights gleaned from the user tests.
        1.1.3. Prof Ben commented that the team can validate the insights gleaned to ensure it is valid. He added that data trumps intuition.
        1.1.4. He provided an example that SMU Chance, our user, learnt that recipients opened the email with mobile device has increased and hence they modify their email template from UT2 to allow user to view the content of the email on mobile. The question that the team has to address is that, "Are we able to show with data that the above is indeed true and that by changing the email

template, it has led to more people clicking on the link in the email?".

    1.1.5. The focus is on the insights such as what did the users learn from the last user test that helped them, what are some learning points that help them to do things better and what are some other learning points that the firms learnt after conducting the test.

    1.1.6. We would have to ask our users to quantify their definition of success and to show the before-and-after success rate after using our application.

1.2. First Reviewer

    1.2.1. Prof Patrick will be our first reviewer for our Final Presentation.

    1.2.2. The team would have to be detailed in our presentation as Prof Patrick does not have background knowledge of this project as he did not attend our Midterm presentation.

    1.2.3. Yu Ning asked if the team should focus less on the technical aspect of our project and Prof Ben commented that the team should still continue to present on every components.

1.3. Technical Complexities

    1.3.1. Prof Ben advised that during our Final Presentation, the team should focus less on Junk Mail and should emphasize on T-Test Statistics for our technical complexities.

2. More User Tests

    2.1. Prof Ben advised that we should conduct more user tests only if it helps us to enhance our application.

    2.2. Prof commented that if some organisations are going to conduct similar email campaigns, he would advise the team to focus on conducting one user test as we have limited time left.

    2.3. The team should focus on company that will allow us to learn more from the email campaign conducted.

    2.4. Prof Ben suggested that the team to find a company that will help test our features.

    2.5. For the user test conducted with MOM, we would have to provide them with a stipulated timeframe for the test to be conducted.

    2.6. He added that the team has to ensure that the remaining user tests are conducted within the timeframe of our project stint. In addition, Prof Ben cautioned that companies using our application would have to sign a consent form to ensure that they do not use our application to send spam emails.

3. Deployment

    3.1. IDA has informed the team that they have decided to host Apparatus on their Amazon ec2 deployment server.

    3.2. Our application is now live.

Others

1. Next Supervisor Meeting

    1.1. As the team would be meeting MOM next week, 20 March at 12.30pm, Jun Dat has requested to defer the next Supervisor Meeting to 27 March 2015.

    1.2. Prof Ben agreed and Jun Dat is to provide update of MOM Meeting to Prof Ben.

2.	Team T-Shirt
	2.1. The team presented the Team T-Shirt we have made to Prof Ben.

Action Items:

Task	Due Date	Member in-charge
MOM Meeting Updates	20 March 2015	Jun Dat

The meeting was adjourned at 11.15 am. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Prepared by,

Ngoh Jun Dat

Vetted and edited by,

Kong Yu Ning