



TEAM HEI

CLIENT MEETING MINUTES 04, 12 DECEMBER 2014

Subject:	Minutes 04
Date:	12 December 2014
Time:	2.00 pm
Venue:	IDA
Secretary:	Kong Yu Ning

Attendees:

1. Eyung Lim (Sponsor)
2. Lu Shanshan (Product Owner)
3. Hudson Lee
4. Chester Chiew Wei Hong
5. Keith Tan Xiang Wei
6. Kong Yu Ning

Meeting Agenda:

1. Documentations
2. Functionality
3. Enhancements to System
4. Questions about Project Requirements

Planned Agenda

1. Documentations

- 1.1. Eyung and Shanshan requested the team to provide IDA with documentations (web service APIs & Technical Specifications) at the end of the project.
- 1.2. In addition, Eyung and Shanshan also requested the team to provide them with the research conducted on existing email platform design so that IDA would be able to understand further extensions that they would be able to build upon the application at the end of the Final Year Project.

2. Functionality

- 2.1. Eyung and Shanshan commented that they would like the system to be able to allow for the exportation the data collected by the platform in the form of CSV.
- 2.2. Eyung and Shanshan commented that they would to have an anonymity option in the system such that users would be able to choose whether they want to track the interaction of every specific user with the email variants.

- 2.3. Eyung and Shanshan mentioned that the general analytics functions that the team proposed would be immensely useful to the users. In relation to this, Shanshan questioned if it is possible to allow users to view the analytics of a few select agencies. The conclusion derived was that the team should just focus on building the basic general analytics functions just like how the team envisioned.
- 2.4. Eyung confirmed with the team that the platform should just recognize variant A as the default variant for the conduct of T-Test.
- 2.5. Shanshan mentioned that there is no need for the analytics platform to show the preview of the mailing lists that was uploaded. However, the platform should show the number of records that were successfully imported.
- 2.6. Eyung mentioned that the team can make use of pagination widgets to display the mailing list that users uploaded previously when they click on the mailing list function.
- 2.7. In relation to the general analytics function, the team clarified that the platform would only show general analytics such as “when is the best time to send out email” based on data aggregated from all different users. Also, it was concluded that the best approach towards supporting this function would be to use all data accumulated by the system instead of using a moving average.
- 2.8. Shanshan pointed out that it is imperative that the system allows the administrator to control the duration of the campaign.
- 2.9. Hudson mentioned that the system should capture all data for a one year duration.

3. Enhancements to System

- 3.1. Shanshan suggested providing quick links for users to access the platform in the confirmation email that is sent to them upon the start of their campaign.
- 3.2. Shanshan mentioned that she supports the provision of a weekly status update for each campaign. She also mentioned that users should be allowed to set whether they want such updates.
- 3.3. In relation to the scheduling of tasks, Eyung suggested that there is a need to examine the intricacies of each server given that each of them operates differently.

4. Questions about Project Requirements

- 4.1. Eyung pointed out that there is no need for users to upload email templates in the form of JPEG and PDF as these mediums do not support the tracking of links.
- 4.2. Eyung mentioned that the most common way that government agencies generate email templates to be sent is through the use of in-built HTML editors.
- 4.3. Shanshan commented that there is no need for the billing information tab.

Others

1. Sponsorship for project related materials

- 1.1. Eyung commented that the IDA would be able to provide sponsorship for any project materials (eg. plugins/frameworks) that we require for our project.

2. Follow-Ups

- 2.1. The next sprint review meeting would be fixed tentatively on the 9 January due to

the client's unavailability in the period of December.

Action Items:

Task	Member in-charge
<ul style="list-style-type: none">• Research of analytics platform (deliver Shanshan)• Finish conversion of UI template and give to Keith (done)• Design of Dashboard• Fix next Sprint Meeting with Shanshan/Eyung• Conversion of web service to C#• Jun Dat to request for SMU SVN Repository• Minutes for Client Meeting	Yu Ning
<ul style="list-style-type: none">• Try campaign monitor email, try send on behalf (POP vs IMAP vs SMTP)• Screenshot in iframe• Scheduler of email• Conversion of web service to C#• Code cleaning• Link tracking, email opens (unique & not unique), track media, track region	Chester
<ul style="list-style-type: none">• Conversion of current UI to Yu Ning's dashboard• Secondary Sidebar• Creations of forms• Assess the full capability of web editor and try to implement• Research drag and drop editors• Research on Ajax• Research on Javascript	Keith

The meeting was adjourned at 4.00 pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Prepared by,

Kong Yu Ning

Vetted and edited by,

Ngoh Jun Dat