



MENTOR MEETING MINUTES

Iteration No.	3
Meeting No.	1
Date of Meeting: (Day Month Year)	20 November 2013
Time: (hh:mm to hh:mm)	10:00 to 10:45
Venue:	Loaves Me, SMU Basement
Meeting Chairperson	Tan Rui Jia Noelle

1. Meeting Agenda

- (a) Acceptance Comments
- (b) Coding Search and Basic Analytics
- (c) AOB

2. Attendance**Name [Absent/Present]**

Bie Ya Qing [Present]

Low Wen Guang [Present]

Sebastian Kiran Joy [Present]

Tan Guo Hao [Present]

Tan Rui Jia Noelle [Present]

Victor Lee Hong Zhi [Present]

3. Discussed Content

Topic

(a) Acceptance Comments

- Prof ben's main concern – how would we get an unbiased view of functions needed
- Survey questions and results are skewed.
- Suggested to talk to real professionals and get external validation
 - i. Eventclick – ex CEO of sistic [www.sistic.com.sg/mobile-app]. Gonna establish something like eventbrite – general admission (Jennifer)
 - ii. Office at 1 North (Buona Vista)
 - iii. Offer a value added service – focus on events that collect money
 - 1. Mediacorp runs the bulk of events
 - iv. Difference with sistic – ticketing
- Flick events [www.flickevents.com/] – exactly like eventbrite
 - i. Started by NUS graduate (1.5 years of experience)
 - ii. SMU events are still relatively forgiving – meaning students are tech savvy and they 'forgive' easily

(b) Coding Analytics – what exactly should we analyse?

- How many people actually connected?
- Age, gender (in terms of app usage and event attendance)
- Check out facebook marketing
 - i. Keep narrowing the criteria from the entire pool
 - ii. Target using specific criteria
 - iii. Your query just keeps building up
- By genre – what kind for what event? i.e. Guys tend to go for food events while females may tend towards sales etc.
- If your critical mass is say 1000 people, too small if keep narrowing down to like 5 people??
- Use % if sample size is small and has not reach significant numbers
 - i. Possible to collaborate with a social science professor doing a related project
 - ii. If after 5 events, many people connected – means we are successful!

- iii. How many people actually signed in using our app? That means that the hardcopy registration was successful. Validate our idea and functionalities
- iv. Shake and whoever that shakes across the world
- v. Any numbers that can help promoters to sell the event + sponsorship
- o Core Considerations
 - i. Number of sign ups, how quick are the sign ups
 - ii. Polls, survey, response, feedback response time
- o Need to have the integrity to provide only what is true
- o Unless SQL query is wrong, there is no reason why organisers should not believe
- o Sign-up rates
 - i. Usually organisers don't get the names but the number of people that signed up or the rate of it like how often are people buying – when they buy or how many are sold etc. than they will decide whether they need to advertise for the event or not
 - 1. Today 40% has been sold, out of which, 50% comes from online, 10% from physical booth etc. so therefore – advertise more on physical advertisements etc.
 - 2. The fastest sistic can tell you is 24 hours later – coz not all booths are online so not all systems are updated in real time.
- o IN THE FUTURE
 - i. Focus on things that will help us get sponsors – sell our 'data' and statistics
 - ii. Gender that actually goes to a particular type of event as compared to another event
 - iii. So organisers know how to advertise their event
 - iv. Example:
 - 1. Change colour theme of an event to attract a specific gender

(c) AOB

- i. Break for Exams till 8 December



4. Next Meeting	
Date of Meeting: (Day Month Year)	11 December 2013
Time: (hh:mm to hh:mm)	10:00 to 10:30
Venue:	TBC

5. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)		
Description	Prepared by	Due Date
Decide when to meet industry experts	ALL	30 December 2013
Plan requirements for Advanced Analytics function	ALL	09 December 2013

Minutes Prepared By Victor Lee Hong Zhi, Tan Guo Hao

Date 20 November 2013

Vetted and Edited By Tan Rui Jia Noelle

Date 20 November 2013