

Visual Segmentation Component - YClient

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BACKGROUND: YClient provides the retail sector with a simple tool that is focused on the user, allowing for an efficient development and management of marketing and communication campaigns with clients in real time. However, customers cannot segment clients for tailored communications, as such is a difficult process and involves mathematical logic. This project aims at building a visual component to solve that defect.

OBJECTIVES: The aim of the project is to produce a visual representation of data and to easily build a query along with it. For this purpose, an interactive and easy to understand interface will be created. By using this interface, it will be possible to produce a new client segmentation with queries created by the customer. A new component can simplify mathematical logic, which is usually a big problem for the customer. Another requirement is to create filters to enable clients' segmentation and to see the number of clients covered by each filter. In the end, tests will be made and the product will be implemented in the market; afterwards, the new component will be improved with the customers' feedback.

METHODOLOGY: The action research method is the one which will be used to develop the project, along with usability questionnaires and user interviews. The action research method is a cycle study about action.

RESULTS AND CONCLUSIONS: At the end of the project's visual segmentation component, this will be inserted into the YClient Software so that the customers can customize their communications. This project enables customers to increase the return on investments made through marketing and sales.

Keywords: Segmentation clients, Visual data, Visual query, YClient, Communication