Visual Segmentation Component - Yclient
Master in Computer Engineering

1st Sara Faria, 2nd Joaquim Gonçalves, 3rd Rui Couto

Instituto Politécnico do Cávado e do Ave

2nd SYMPOSIUM OF APPLIED RESEARCH

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 of the project is to produce a visual representation of data and to easily build a query along with it.

- Interactive and easy to use interface;
- Simplification of mathematical logic;
- Costumers' segmentation through filters;
- Number of clients in filters;
- Tests and market implementation;
- Improvement through costumers' feedback.

METHODOLOGY

The action research method is the one which will be used to develop the project, along with usability questionnaires and user interviews carried out at the beginning and end of the project.

The action research method is a cycle study about action and the project will be improved over time.

When the expected results are obtained, new usability tests and interviews will be carried out.

Research Action (study of a particular action)

Usability questionnaires (at the beginning and end of the project)

Qualitative methods (interviews to evaluate reactions and perceptions)

RESULTS AND CONCLUSIONS

At the end of the project's visual segmentation component, this will be inserted into the Yclient Software (image on the right), so that the customers can customize their communications. This project enables customers to increase the return on investments made through marketing and sales.
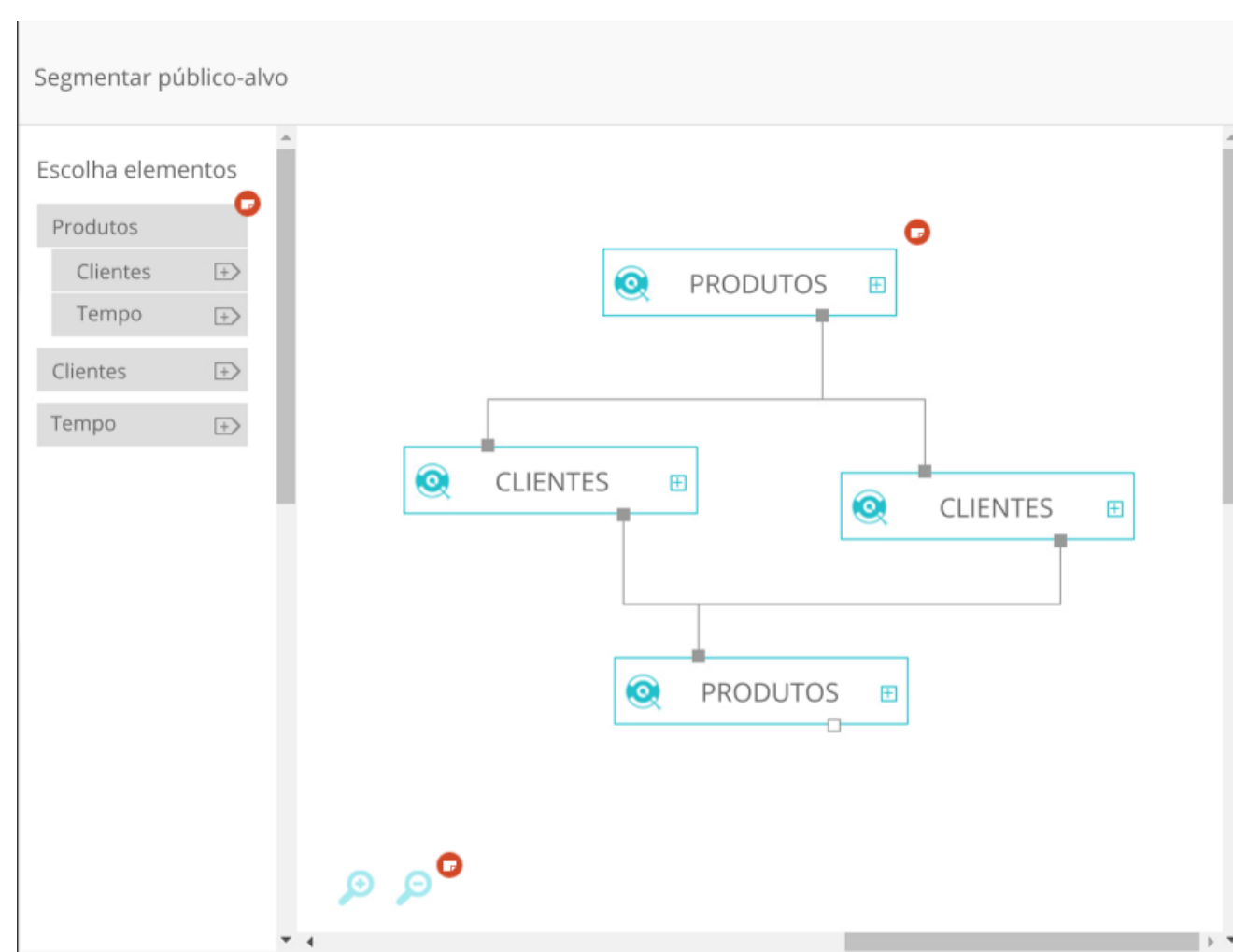
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ESCOLA SUPERIOR DE TECNOLOGIA IPCA

digarc — Digital Games Research Center

Contacts
a8642@alunos.ipca.pt
jgoncalves@ipca.pt
rcouto@yclient.com