Maillist Management Automatization

Zhenjie Yu, Jianfeng Chi, Jiaji Hu

Hypothesis

·Manage subscribers manually are slow and not efficient. If we create an automatization script, it will help to manage the maillist more efficiently.

-Customer pain

· Many maillist managers are adding subscriber manually, and they need to spend lots of time checking email.

-Customer segment

·For the people who will need this product will be the manager of a business email.

-Solution

·Using python to write a script install to maillist, which automatically read the users request for adding subscriber or unsubscribe.

-Channel

·The channel we deliver the script will simply be online download.

-Customer discovertives

Q&A

Q: How do you attach the script to maillist.

A: Guideline will be in the download file.

Q: Why people choose to use this mailing system, what are benefits customer will gain from this?

A: Based on the user’s setting, the product will automatically decide whether subscribes will be added to list or not.

Q: Compared to other malling systems, which part of your product has more advantage?

A: We noticed that there are not much of automatization malling system out there, so we decide to make one for filling the blank in the market.

Q: Why do you think that this is an efficient system?

A: As a team, we will use multiple unique structures and algorithm to make the system as perfection as possible.

Q: Interface also is an important part, would you consider to put more attention on UI?

A: We will definitely try to make our UI as simple to manipulate.

Customer discoveries

1. Our product is mainly indicated to business people; they are the primary group of malls user.
2. Our users are dealing with mailist at most of the time, and they need to save more time so that they can gain more benefit

-Conclusion

Base on the customer discovery experiments, we fix the problem and keep update the versions and become more efficient and more simple to understand. May even had more feature.