## Outline

**Chapter 1** The first chapter introduces the concept of the personalized mass email communication, defines email as a data collection medium, as well as its purposes and continues with the problem statement and the contributions of this study.

**Chapter 2** The second chapter gives the necessary foundation on data collection by investigating related work about the email surveys, its errors, the factors affecting the response rates on a research and the studies on the personalization of emails.

**Chapter 3** The third chapter is about existing applications available in the market and their connection with mass email communication as well as their features useful in reducing the efforts of a researcher on initiating a mass email campaign.

**Chapter 4** The fourth chapter builds up a mass email communication scenario and introduces the prototype built upon to reflect the initial findings on a personalized mass email communication. The prototype will be reviewed, including its requirement analysis and architecture and finally, its evaluation.

**Chapter 5** The fifth chapter will introduce the final solution, the developed and enhanced idea of the initial findings on a personalized mass email communication. The final solution will be reviewed, including its improved requirement analysis and architecture, and finally, the benefits of the solution will be described together with the experience of users with it will be brought in, with the statistical results.

**Chapter 6** The last chapter will summarize the findings according to the chapters, and mention about the future work for the provided solution.

## The Benefits of the Final Solution

A personalized mass email communication can be illustrated as shown in figure [5.14](#_bookmark96). The information will be extracted from the recipients’ emails and then a researcher will compose personalized emails for each recipient, according to the extracted information.

After discussing what Myriad is and its features, let us see how these features fit into a personalized mass email communication, as depicted in the figure. While it decreases the effort on the researcher’s side, it increases personalization in the composed emails, which results into a higher response rate in a campaign.

### Handling The Incoming Emails

Myriad has a campaign inbox view to avoid cluttering of unrelated messages in the inbox, fetching only the campaign related emails from the user’s email account by ignoring private emails, and grouping each email according to the campaign it belongs to.

As a researcher reads the incoming emails, he/she can also record the extracted information from those emails into KVPs at the same time. This avoids the need on using a third-party application like a spreadsheet. However, if a researcher prefers a traditional way in recording information like a spreadsheet, Myriad still offers an option in synchronizing those KVPs with a Google Spreadsheet.

Assistants can help a researcher with appropriate given permission on extraction of information from incoming emails

### Handling The Outgoing Emails

Myriad provides a threaded view of all the email conversations of a recipient in a campaign letting researchers consider the earlier conversations with a recipient, without having the need to browse through other views. This saves time and helps on getting a quick overview of the conversation history to get a better context on personalizing the succeeding new messages.

Researchers can continue on using his/her own Gmail’s account on answering or initiating a conversation. Myriad offers Gmail label synchronization to import those emails into a campaign, and make them more manageable along with other campaign emails.

The researchers can opt to reuse previously written emails as a template in composing new emails. The provided template tree also gives a direct visualization on the current campaign state to let the researcher easily go through earlier given answers.

Researchers can use the recorded KVPs to personalize the outgoing emails. Since personalization has been addressed as an important factor in increasing response rates, the initiated campaign will end up with better results compared to non-personalized emails.

Myriad records the previous actions of a user as a rule in the system to notify the automation of the email sending process with the matching conditions of a group of recipients. This helps to save time and increase awareness of the researcher to previously taken actions for repeated or similar situations.

Assigned assistants can also help the primary researcher in composing emails or proofreading the composed emails before they get sent out to their respective recipients.