

Meeting minutes

Date: June 21st, 2012

Location: Duego

Attending: Erik, Matthias, Håkan

- Erik gave a brief description of the problem that the thesis will deal with. The research problems include the identification of an appropriate algorithm that the input data should be fed to as well as how to merge the output of that algorithm with a new campaign definition to suggest ad properties.
- Håkan explained the possibilities that exist for verifying the system using real-world testing. Matthias also suggested verification by inputting only a part of the data and then use the remaining data to verify the output.
- A simple prototype of the system should be demoed in about two weeks time.
- Extended proposal should be updated in the next week to reflect the discussions regarding thesis topic.
- Next meeting will be held July 9th at 11:00.