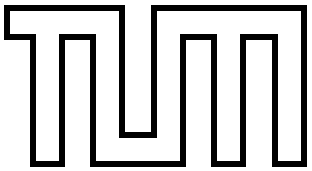

FAKULTÄT FÜR INFORMATIK

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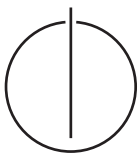
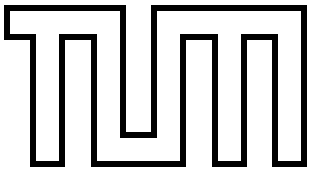
Myriad – a mailmerge tool for massive parallel, yet individual email conversations

Ludwig Schubert





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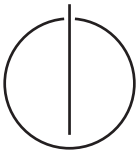
Myriad – a mailmerge tool for massive parallel, yet individual email conversations

Myriad – ein Serienbrief Email-Tool für hochgradig parallele, jedoch individualisierte Emailkonversationen

Author:	Ludwig Schubert
Supervisor:	Prof. Dr. Johann Schlichter
Advisor:	Dr. Wolfgang Wörndl
Date:	September 30, 2013



Ich versichere, dass ich diese Bachelorarbeit selbständig verfasst und nur die angegebenen Quellen und Hilfsmittel verwendet habe.

München, den 30. September 2013 Ludwig Schubert

Abstract

This thesis introduces the myriad system for email mass communication.

Despite it's age, Email has remained the prevalent form of electronic communication, it's usage being wildly different from how it was imagined. The tools to handle it, however, are still stuck in their original UI metaphors.

Myriad aims at producing personalized communication on a comparable level to manually composed messages, while reducing user effort. A cross-over of mailmerge and customer support/helpdesk software, it enables managing big volumes of bidirectional email-based communication. It is based on a self-developed framework for separating information extraction, decision- making, and personalization steps in communication.

The myriad system consists of a server component that handles interfacing with email servers, a core logic system and a web frontend for users.

It can be tested at `http://myriad.ludwigschubert.de`.

Keywords

Email, Workflow, Helpdesk, Mailmerge, Crowdsourcing, Personalized Communication, Assisted Templating, Generated Documents, Web-Application

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This thesis is based on research conducted from October 2012 through April 2013 together with Christian Ikas, Barış Öztop and Nicolas Kokkalis under the guidance of *Prof. Michael S. Bernstein* and *Prof. Scott R. Klemmer* during a stay at Stanford University's Human Computer Interaction Department.

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Stanford
University

Elitenetzwerk
Bayern

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Hallo Latex: [1] Danke Latex!

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Bibliography

[1] Leslie Lamport. *LaTeX : A Documentation Preparation System User's Guide and Reference Manual*. Addison-Wesley Professional, 1994.

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Appendix

A. Detailed Descriptions

Here come the details that are not supposed to be in the regular text.

B. Colophon

This thesis is set in LaTeX[1], build by the continuous integration server Travis.