

# Chapter 2

## Writing and Presenting The Systems Proposal



IT Mini Project

# Major Topics

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- Systems proposal
- Using tables
- Using graphs
- Types of graphs
- Using figures
- Guidelines for presenting
- Oral presenting

# The Systems Proposal

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- Through the use of effectively organizing the content, writing in a professional style, and orally presenting the proposal in an informative way, the analyst can create a successful systems proposal

# The Systems Proposal

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- Project proposal

- A document prepare for external clients

- Project Charter

- A document prepare for internal use. Use to describe projects to manager, stakeholders and concerned party

- System Vision Document

- key business needs and features of the system from the stakeholders' perspective

# Constructing Aims

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- Aim is a short description of what you intend to do
- Question or a problem definition within the subject area that you would like to pursue
- The aim should be clear, original and direct to the point.
- For example: The aim of this project is to develop a platform which enables entrepreneurs to develop their e-commerce website



# Constructing Objectives

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- Objectives are to answer the question: How do you intend to achieve the aim of the project?
- Presented in a list of activities to carry out in order to achieve the aim.
- Usually start with “To” + verb
- Example: To develop a system function which allow users to customize their web content
- To implement, to improve, to create, to compare, to analyse

# Items in the Systems Proposal

## Part 1

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- When preparing a systems proposal, systems analysts should arrange the following items in order:
  - Cover letter
  - Title page of project
  - Table of contents
  - Executive summary (including recommendation)

# Items in the Systems Proposal

## Part 2

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- Outline of systems study with appropriate documentation
- Detailed results of the systems study
- Systems alternatives (three or four possible solutions)
- Systems analysts' recommendations
- Summary



# Items in the Systems Proposal

## Part 3

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- Appendices
  - Assorted documentation
  - Summary of phases
  - Correspondence
  - Other material as needed

# References

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- When writing a systems proposal, keep references to a minimum and do not use footnotes
- Use examples, illustrations, diagrams, tables, figures, and graphs to support main points of the proposal, where appropriate

# Guidelines for Using Tables

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- Some guidelines to use tables effectively are
  - Only one table per page
  - Integrate it into the body of the proposal
  - Try to fit the entire table vertically on a single page
  - Number and title the table at the top of the page

# Guidelines for Using Tables

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- Further guidelines to use tables effectively are
  - Make the title descriptive and meaningful
  - Label each row and column
  - Use a boxed table if room permits
  - Use an asterisk if necessary to explain detailed information contained in the table



# Guidelines for Using Graphs

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- Some guidelines for using graphs are
  - Draw only one graph to a page unless making comparisons between graphs
  - Integrate the graph into the proposal body
  - Give the graph a sequential figure number and a meaningful title
  - Label each axis, any lines, columns, bars, and pieces of the pie on the graph

# Guidelines for Using Graphs

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- Further guidelines for using graphs are
  - Include a key to indicate differently colored lines, shaded bars, or crosshatched areas

# Types of Graphs

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- Line graphs
- Column charts
- Bar charts
- Pie charts

# Line Graphs

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- Used to show change over time
- Up to five variables on a single graph
- May show when lines intersect



# Column Charts

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- Show a comparison between two or more variables
- Compare different variables at a particular point in time
- Easier to understand than line graphs

# Variations of Column Charts

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- 100 percent stacked chart
  - Includes 100 percent stacked charts
  - Show how different variables make up 100 percent of an entity
- Deviation Column Chart
  - Shows deviation from average

# Bar Charts

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- Used to show one or more variables within certain classes or categories during a specific time period
- May be sorted or organized by
  - Alphabetical
  - Numerical
  - Geographical or
  - Progressive order

# Pie Charts

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- Used to show how 100 percent of a commodity is divided at a particular point in time
- Easier to read than 100 percent stacked column charts or 100 percent subdivided bar charts
- Disadvantage is they take a lot of room on the page



# Guidelines for Using Figures

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- Guidelines to use figures effectively are
  - Whenever possible integrate the figure into the body of the proposal itself
  - Always introduce figures in the text before they appear
  - Always interpret figures in words
  - Title all figures, label each axis, provide legends where necessary

# Guidelines for Using Figures

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- Further guidelines for using figures are
  - Use more than one figure if necessary
  - The visual should not become cluttered

# Format of the Presentation

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- To make presentations more persuasive, the systems analysts may use
  - White space
  - Headings and subheadings
  - Relevant references
  - Appendices

# Presentation Software

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- Presentation software allows the analyst to use a microcomputer for a slide show
- Enhance the presentation by using
  - Clip art
  - Video clips
  - Sound
  - Adding or deleting presentation slides for the audience and length of time available



# Guidelines for the Use of Presentation Software

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- Guidelines for the use of presentation software are
  - Use software templates
  - Use a combination of graphics and text to communicate
  - Keep each slide clean and simple
  - Use color in a meaningful way
  - Use clip art to enhance the text and add humor

# Guidelines for the Use of Presentation Software

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- Further guidelines for the use of presentation software are
  - Use sound to reinforce the presentation
  - Use a multimedia approach
  - Plug in a laptop computer to avoid the computer going into 'sleep mode'
  - Avoid too many contrasting transitions

# Oral Presentations

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- When delivering the oral presentation, keep in mind the following facts:
  - Project loudly enough so that the audience can hear you
  - Look at each person in the audience as you speak
  - Make visuals large enough so that the audience can see them

# Oral Presentations

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- Principles of delivery, continued
  - Use gestures that are natural to your conversational style
  - Introduce and conclude your talk confidently



# Overcoming Anxiety and Nervousness

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- To overcome anxiety and nervousness
  - Be yourself
  - Be prepared
  - Speak naturally
  - Breathe deeply before your presentation