**Information Systems Explorer**

Business Case

**Background**

The field of information systems (IS) encompasses more than technology. It considers people, hardware, software, processes, and data. The focus of information systems is to add value to organizations and provide them with the means to be competitive. It is a fantastic field and young professionals may not be aware of what it entails or may not know where to start as it encompasses various technologies and theory.

**Business Value**

The purpose of the website is to provide visitors with information regarding careers in the IS field and pertinent information such as responsibilities, average pay, required skills, recommended learning materials, and a small sample of job postings. In addition, it aims to provide visitors with a clearer understanding of what IS entails. This information is particularly useful to individuals who are interested in technology and business but may not know where to start searching for information.  
The process of exploring is what careers are available within the field; pertinent information about these careers; and learning materials as it pertains to software technologies requires one to traverse various websites.   
Moreover, individuals looking for job postings for a specific IS career will need to first identify available careers and then search for jobs on sites where they are posted. Sites where jobs are posted do not tailor to IS careers. Instead, users need to search various jobs based on specific keywords. Therefore, these sites assume visitors may search using IS as a keyword or know the specific career titles.  
The initial iteration of the website will contain limited information tailored for individuals who possess limited knowledge of IS and pertinent careers. The site has the potential to expand with additional content to cater to visitors with varying levels of understanding as it relates to IS.

**Target Audience**

The IS website will target individuals who are interested in a career in the IS field. Some individuals may be young and curious about what IS entails. Others may be at later stages in their life and may be seeking a career change. Regardless of the drive, the site will focus on providing pertinent information regarding IS careers for those interested in broadening their understanding.

**Visitor’s Motivation and Goals**

Visitors of the IS website may be seeking information regarding specific careers such as career description, average pay, requisite skills, responsibilities, job postings, and suggested learning resources. Some visitors may be interested in identifying suggested learning for specific technologies.

**Information Requirements**

1. Visitors may be interested in what IS entails. Therefore, a brief explanation of the field should be provided.
2. Visitors may be interested in careers in the IS field and various facets of the career such as pay, job responsibilities, requisite skills, and suggested learning to acquire some of the requisite skills. As a result, information regarding certain career options should be provided.
3. Visitors may be interested in learning about specific technologies. These individuals should be able to find recommended online courses.

**References**

University of Nevada, Reno (n.d.). *Career Opportunities in Information Systems*. <https://www.unr.edu/business/departments-and-disciplines/information-systems/careers>

Baker College (2021, March 18). *What Can you Do With an Information Systems Degree?* Baker College. https://www.baker.edu/about/get-to-know-us/blog/what-can-you-do-with-an-information-systems-degree/