# SWOT Analysis of ICT in the AFL

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| Strengths | Weaknesses |
| * Complete Solution: The scope provided includes all features requested by the client. A full stack solution will allow a centralised ICT infrastructure * Strong Government Support: Integrating feedback from government departments will provide a strong support structure for the project | * **Prices:** The scope includes all items with a time constraint of 12 months. * **Conflicting Feedback:** Obtaining feedback from too many different government departments may hinder progress and result in falling behind schedule |
| Opportunities | **Threats** |
| * Full-Stack Training: The project scope includes development of a complete ICT solution. * Recruitment: Social media campaigning that is successful will raise awareness of the Perth Mud Crabs and may result in recruitment opportunities | * **Outsourcing:** Overseas ICT companies offer cheaper ICT platform solutions. * **AFL Sponsors:** Offering already proven alternatives to ICT platforms for AFL institutions may provide competition * **Inexperienced Project Managers:** Risk of falling behind schedule or going above budget due to poor estimation. * **Security vulnerabilities:** Continuous updates to application will be required to maintain security and compatibility with future hardware |

# Preliminary Scope Table

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| Preliminary Scope | | |
| Scope Features | **Features Included to be completed by 30th 2017 within a production period of 12 months** | **Out of Scope Features** |
| Website; development, launch, and hosting | * Accessibility for all people with; vision impairment, mobility impairment, and hearing impairment * Access to any and all people who wish to interact and engage with Perth Mud Crabs * E-store for online sale of merchandise * Content Management System * Informational content related to Perth Mud Crabs * Awareness and Recognition of; issues facing indigenous people, appreciation of sporting values, aboriginal culture, and digital ubiquity for indigenous people in Western Australia | * Black hat Search Engine Optimization, using but not limited to back link spamming or paid back links. * No guaranteed position in Google, Bing or any other search engines organic search results * Responsive user interface for large scale displays such as those 3840x2160 or higher * Responsive UI for small scale displays such as those 400x600 or lower * The upload of non-licenced material such as but not limited to text or images who's licence either not paid for or the copyright holder is not accredited. * Advertisements for products of third party companies or sellable advertising space on the website * Translated copies of website textual content in to languages other than English * Creation; branding, shipping, packaging, storing, or otherwise handling of merchandise * Security of the content management system, website, e-store, and financial transactions including but not limited to; denial of service attacks; server query language injection attacks, man in the middle attacks, buffer overflow attacks * Staffing of live chat services * Training of staff in the use of the content management system * Creation of photographic content, vector art for UI elements, voice recognition software * Creation or implementation of Machine learning software or any other implementation of such a system * On-going editing or quality control of website content * Privacy concerns over website content * Copyright concerns over website code or content * Information regarding to or the location of sites or locations held both private and sacred by indigenous culture * Colour patterns or animations that may cause epileptic reactions * The publishing of content or material that may be deemed offensive by the Australian public including but not limited to material or content that may be deemed offensive by indigenous people or persons or people or persons who have a disability * Support for devices other than keyboard, mouse, touchscreen, and screen reader * Compatibility with web browsers other than Apple Safari, Google Chrome, Mozilla Firefox, Opera Web Browser, or Microsoft edge. * Management of Google Business reviews or ratings |
| Mobile Application development and deployment | * Accessibility for all people with; vision impairment, mobility impairment, and hearing impairment * Access to any and all people who wish to interact and engage with Perth Mud Crabs * Links to all AFL material * Face-to-Face experiences in combination with; online experiences, virtual and augmented reality options * Engaging training resources for improving; digital literacy, health knowledge, awareness of employable skills and options for; people with disabilities, and indigenous people * Health care applications for indigenous issues such as; diabetes, drug and alcohol, aged care, health education, social and emotional wellbeing, and stolen generations | * Management of customer reviews or any other form of reputation and rankings on public application online stores such as Google Play Store and Apple iTunes Store * Creation or management of Schedules of interaction between Perth Mud Crabs and visitors * Quality control and management or removal of dead links or link management between Mobile Application and other AFL institutions * On-going editing and quality control of Mobile Application content * Translated copies of mobile application textual content in to languages other than English * International publishing of mobile application through international or third party public application online stores * Security of the mobile application including but not limited to; denial of service attacks, server query language injection attacks, man in the middle attacks, and buffer overflow attacks * Creation of; photographic content, vector art for user interface elements, quality control or management of live interactions between visitors and Perth Mud Crabs * Creation or third-party implementation of content management software for virtual reality or augmented reality software * Training in 3d software used to implement features of the mobile application such as Unity or Unreal Engine. * Copyright concerns over application content |
| Social Media Campaign | * Raise awareness of the project through; Social media applications and websites including; Facebook, Twitter, LINKEDIN, YouTube * Measure engagement of Perth Mud Crab supporters using Google Analytics * Google AD-WORDS * Compare statistical data to informational statistics through feedback from below | * The creation of video content * Management of customer opinions or reviews * Management of the reliability of third party services; Twitter, Facebook, LINKEDIN, and YouTube * Machine learning software or other software for processing big data and predicting customer behaviour |
| Implement Feedback from government departments | * Implement Feedback from the following government departments; Department of aboriginal affairs, Department of sport, Department of racing, gaming and liquor, Department of recreation, Department of education, and Disability services | * Any and all departments that are not included in the features on the left including but not limited to other AFL sponsors, teams, or advertising committees |
| ICT Platform creation and implementation | * Establish a viable information communication technology platform for all Perth Mud Crab business including; server management choices and all information technology business systems | * ICT platform features and services are but not limited to * Network infrastructure support for visitor connections above 5,000 simultaneous connections * Responsibility for natural or economic disasters * Internal security and management, training of ICT staff * Guarantees of quality of telecommunication infrastructure or support |