Quality Strategy

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| **Features** | **Quality Objectives** | **How to measure Quality** | **What tools will be used to measure quality** |
| • Accessibility for all people with; vision impairment, mobility impairment, and hearing impairment | * The accessibility features meet the section 508 standards for Electronic and Information technology defined in the united states access board | * Individual items will be judged by if they do or don’t meet each item in the list of standards | * List of standards as a checklist |
| • Access to any and all people who wish to interact and engage with Perth Mud Crabs | * Access to those who wish to interact with the team are able to | * Will be measured using customer engagement metrics | * Google analytics and google play store table of competitors |
| • E-store for online sale of merchandise | * The E-store will have 99.99% or greater uptime * Local shipping will take less than one week | * Will be measured by web application metrics * Will be measured by average shipping time | * Built in metrics during stress tests |
| • Content Management System | * Will have all WordPress features | * Will be measured by comparison between the WordPress content management system features | * Sample websites created using WordPress content management systems |
| • Informational content related to Perth Mud Crabs | * Will be Multilingual * Will cover Match Schedule, Live Scoring, and Player Profiles | * Social media metrics to determine interest will be used to measure | * Metrics will provide a list of languages to translate the content * Translators will verify the quality of translations * Facebook metrics |
| • Awareness and Recognition of; issues facing indigenous people, appreciation of sporting values, aboriginal culture, and digital ubiquity for indigenous people in Western Australia | * Racism concerns of the public will be taken in to strong account * Is up to date with mass media perceptions including local news and radio | * The public opinion metrics provided from the Australian government give statistical information which will be used to measure how effective local concerns are taken in to account | * Annual statistics reports from Australia * Feedback from radio stations |
| • Links to all AFL material | * Selecting the most up to date research on other AFL applications and internet AFL resources and content | * The content is no older than 2 weeks | \_\_\_ |
| • Face-to-Face experiences in combination with; online experiences, virtual and augmented reality options | * Support the emerging 5g technology for the highest quality and fastest broadband * Restrict access to the live streaming services for connections below 4g speeds | * Conduct a stress test on servers to make sure the quality of service provided has an acceptable level of latency and buffering | * Information technology communication statistics from CASA used as tools to provide benchmarks |
| • Engaging training resources for improving; digital literacy, health knowledge, awareness of employable skills and options for; people with disabilities, and indigenous people | * The training will be interactive and gamefied * The content will cover all employment issues facing the indigenous population | * Compliance with current best practices according to game theory studies * Metrics according to the Australian government | * Tutorial systems in video games * Australian government annual metrics |
| • Health care applications for indigenous issues such as; diabetes, drug and alcohol, aged care, health education, social and emotional wellbeing, and stolen generations | * Covers all concerns according to Australian Health Department * Is historically accurate with regards to the history of indigenous people | * Can be measured by utilizing the opinions of health experts such as doctors and nutritionists * Can be verified with published works on indigenous history | * Doctors and Nutritionists * Published books * Book publishers |
| • Raise awareness of the project through; Social media applications and websites including; Facebook, Twitter, LINKEDIN, YouTube | * Google analytics can be used to measure engagement | * Comparison with current AFL application engagement analytics | * Strategies sources from online marketing businesses |
| • Measure engagement of Perth Mud Crab supporters using Google Analytics | \_\_\_ | \_\_\_ | * Google analytics |
| • Google AD-WORDS | \_\_\_ | \_\_\_ | * Google AD-WORDS analytics |
| • Compare statistical data to informational statistics through feedback from below | \_\_\_ | \_\_\_ | * Creation of a feedback action plan |
| • 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 | * Use a checklist to determine if all feedback has been integrated in to the application(s) | * Ensure all content information covers all checklist items | \_\_\_ |
| • Establish a viable information communication technology platform for all Perth Mud Crab business including; server management choices and all information technology business systems | * Compare the quality with existing services that provide outsource solutions | * and check features against a viable list within budget | * Features checklist |