

Experience Management Framework (EMF)

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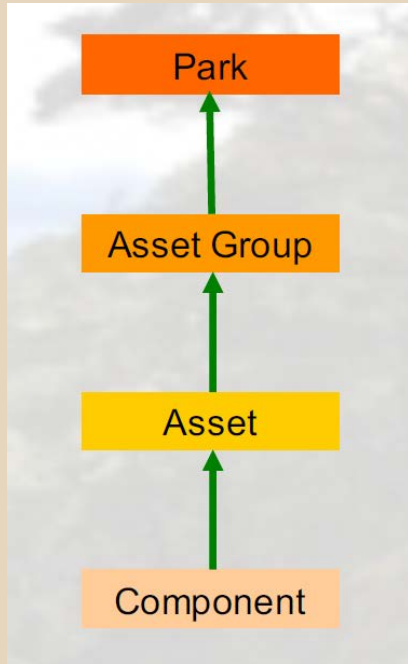
Value Proposition

Our project has addressed the problem of showing potential clients/organisations the advantages and potential of using a management system that has the “experience” as the key unit of measurement.

What is an “experience”?

Something meaningful that a visitor does in a place they visit that makes use of (usually) one or more assets at a place. The experience involves both tangible and intangible features.

Current System vs Proposed System



Uses Asset as main point of interest
No mention of experience of user
Difficult to perform queries on specific user experiences



Uses experience as main point of interest
Queries performed will be based on experience of user
Easier to group assets based on experience

Delivery Options

Microsoft Access Database

SQL Database - Web front-end

Potential Risks

Scope Creep

Technical knowledge

Complexity of hierarchical data-model

Questions?