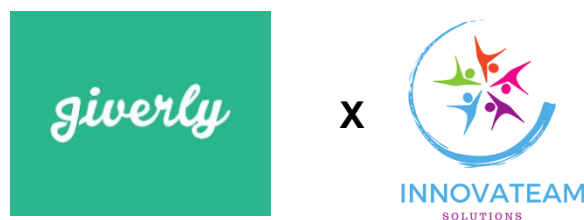


# **MIS611 Information Systems Capstone**

## ***Assessment 1***

### **Project Plan**



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**Subject: MIS611 - Information Sys Capstone**

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**Word Count**

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## **Signatures**

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## Introduction

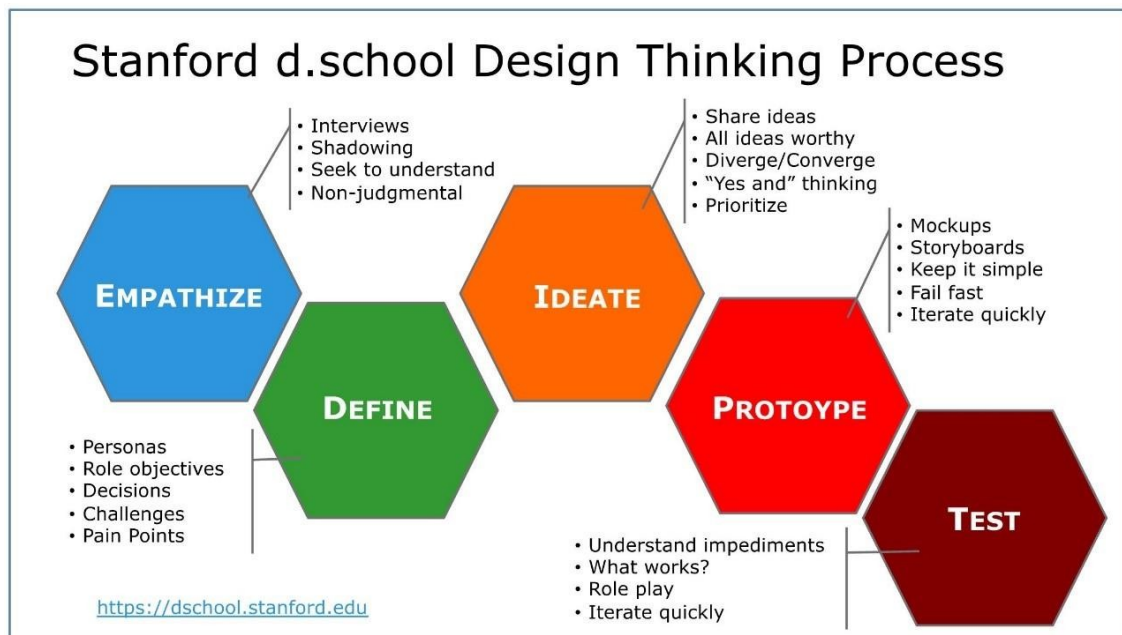
### **Giverly: Philanthropy Goes Fintech**

Sagar Menon and Manvi Mehra founded Giverly in 2022, a financial technology startup transforming charitable giving. Its innovative platform promotes donation by using prepaid debit cards with cashback incentives, which converts everyday spending into meaningful use for nonprofit organisations (About Us, n.d.). Instead, Giverly aligns commercial interests with social impact: by partnering with online retailers, they earn commission revenue, of which some go to charity.

### **Globalisation: Challenges and Opportunities**

Globalisation among modern business has facilitated Giverly's expansion plan into key markets like Australia, India, Singapore, the USA, and the UAE. Thomas Friedman (2005) also remarked: "The world is flat" because Globalisation has made the playing field even more suitable for businesses looking for new markets." As Ghemawat (2007) notes, Globalisation lets companies reach new customers and acquire broader talent pools, but it also requires careful management of culture and regulatory differences.

For Giverly, this global landscape presents both challenges and opportunities. Its fintech platform can be scaled based on diverse markets but is adaptable to varying regulatory environments and cultural contexts. It is a must in markets such as the UAE, where prevalent traditions include Zakat and charitable giving (Giverly Overview, 2024). To navigate these challenges, Giverly will employ the Stanford Design Thinking framework shown in Figure 1.

**Figure 1:** Design Thinking: A Framework for Global Success (Stanford d.school, n.d.)

This user-centred, iterative approach will enable Giverly to empathise with diverse users, define market-specific problems, ideate innovative solutions, rapidly prototype, and continuously test and refine its platform (Brown, 2009).

The opportunity to expand and grow is enormous, as is the social impact we deliver. Due to globalisation trends, Design Thinking, and designing for large markets, Giverly has a good chance of overcoming these constraints, adapting to new markets, and ultimately rethinking how charitable giving is born into everyday financial activities on a global level. This expansion offers potential for business growth and creates opportunities for building long-term customer relationships and brand loyalty, as satisfied users are more likely to become repeat customers and recommend Giverly's innovative donation platform to others.

## 1. Overview of the client & context

Giverly operates in the domain of social fundraising and charitable donations, promoting charitable giving through routine consumer transactions by leveraging financial technology. With its main product, prepaid debit cards with cashback incentives, Giverly enables customers to turn their money into contributions to a variety of nonprofit organisations (Menon, 2022). The company is rooted in the fintech sector, with a focus on merging everyday financial activities with social impact.

Growing consumer awareness and the need for seamless digital philanthropic experiences have propelled this industry's significant expansion (Charities Aid Foundation, 2022). Charitable giving is heavily impacted by social motivators, such as the desire to aid the underprivileged and support community-driven projects, in places like India and Australia, where Giverly has a strong presence.

The Australia Giving 2019 study reported Australia's philanthropic donating patterns based on states and produced the following results in Figure 2. From the figure, 74% of Australian say they have participated in at least one of the above charitable donations over the previous 12 months, and 49% say they have participated in at least one during the previous four weeks.

**Figure 2: Australian's preferences for Donations**



*Note: (Charities Aid Foundation, 2019, p. 6).*

## 2. Giverly's Current business operations

### 2.1 Internal Operations

Giverly internal operations are driven by a compact, dedicated agile team comprising members from technology development, operations, partnerships, and marketing. This streamlined framework promotes a cooperative and entrepreneurial environment and facilitates swift decision-making and prioritises innovation. The company's business structure is built on its connections with banks, regional nonprofits, and technology companies.

### 2.2 External Context

Giverly functions in the domain of **philanthropy**, encompassing charity contributions and advocacy for social concerns. This sector encompasses a diverse array of entities, ranging from big foundations to individual benefactors. Prominent entities in the charitable industry comprise the Bill & Melinda Gates Foundation, the Ford Foundation, and the United Nations Foundation, (Gren, 2023), (Devex Pro Funding, 2023).

Giverly operates under a **commission-based business strategy**. They collaborate with internet retailers and earn a commission for each customer directed through their network. A segment of these commissions is thereafter allocated to charity selected by their users. This concept enables Giverly to produce income while also aiding humanitarian initiatives.

Giverly's distinctive methodology sets it apart from conventional charitable platforms. Through the utilisation of technology and an intuitive interface, they facilitate individuals' contributions to philanthropy throughout their routine online shopping. This groundbreaking model might profoundly influence the charity sector.

## 3. Problem, Objective, Deliverables and Context for the Project

### 3.1 Current problem for Giverly in the UAE market

Giverly, having established itself in Australia and India, is embarking on a new market in the UAE as part of its expansion plan. However, Giverly faces the challenge of the country's unique cultural, economic, and regulatory differences. The key problem is to ensure that Giverly's fintech platform, which allows users to turn cashback from routine consumer



transactions into charitable donations, resonates with UAE consumers, who may have different motivations for philanthropy. Additionally, navigating the UAE's regulatory framework for fintech and charitable donations presents a challenge, particularly in terms of establishing partnerships with local e-commerce platforms and charities (Menon, 2022).

Having said that, the UAE presents a prime opportunity for Giverly's growth, as charitable giving is deeply ingrained in the culture, and the government actively promotes philanthropy. Moreover, the UAE's fintech infrastructure and its focus on innovation align with Giverly's tech-driven model of integrating financial transactions with charitable donations (Economist Impact, 2023).

### **3.2 Objectives**

The project aims to provide Giverly with a structured market entry plan for the UAE. The goal is to deliver a business solution to make Giverly's platform more efficient and effective in the UAE market, enabling it to scale globally (Charities Aid Foundation, 2022), this will be done by:

- Provide a comprehensive project plan.
- Apply design thinking application and framework in solving real-world business problem.
- Integrate research into practical solutions, by researching the market conditions, legal regulations and integrating these findings into actionable business recommendations.
- Deliver client-focused solutions, ensuring the project plan aligns with Giverly's business objectives.
- Develop teamwork and collaboration skills to produce a cohesive project plan.

### **3.3 Deliverables:**

The deliverables will offer a business solution through the design thinking process, with specific deliverables including developing customer personas, empathy maps, in-depth research into the UAE context and customer personas, customer journey map, and stakeholder requirements:

- Detailed market analysis.
- Design thinking framework with outputs such as customer personas, empathy maps, journey maps that guide the development of solutions for Giverly.
- Prototype of the platform.

Develop the project plan Document, comprehensive document that outlines the project's objectives, scope, timeline, stakeholders, roles, responsibilities, and key milestones.

- Provide a final report summarising the research and solutions, including next steps and further recommendations for Giverly.

- This will lead to a prototype solution that addresses the UX and UI elements, accessibility requirements, cyber-security requirements, interface designs and AI-driven recommendations to enable Giverly to increase its profitability and scalability.

### **3.4 Context of UAE Market**

#### **3.4.1 Geography, History, Government and Politics, and Economy**

UAE is a federation of seven emirates formed in 1971, which has taken the region from a set of fishing villages into a global economic powerhouse (Central Intelligence Agency [CIA], 2023). Its location on the eastern part of the Arabian Peninsula has been vital to development because it sits on the Persian Gulf. However, the UAE's economy has overwhelmingly relied on oil in the past decades. At the same time, the hydrocarbon sector remains critical, with about 30 per cent of GDP and 13 per cent of total exports of OPEC (2023).

The unique governance structure of the country — a federation of hereditary monarchies — has given the government a stable gift while also enabling rapid modernisation and

economic growth. Because of its position to the east, the UAE has become a regional leader in the provision of both financial services and tourism, as well as logistics (U.S. Department of State, 2023).

### **3.4.2 Language, Religion, International relations, recent developments and tourism**

The official language of UAE is Arabic, however multiple languages are spoken widely within the expat communities, including Hindi, English, Pashto, Balochi, Persian, etc (Crystal & Peterson, 2024). As expats find it manageable using English only, providing both Arabic and English for the Giverly's language options would be suitable. In terms of religion, Islam is the official and largest religion of the state, accounting 76% of the population, which has a great impact on their daily lives due to the religious holidays, daily praying and the customs (Nag, 2019). Moreover, the Islamic Sharia is the main source of the country's legislation which is a flexible and dynamic system of jurisprudence derived from the 'law of God' from the Middle Ages and values freedom and democracy (SK, 2021). A detailed information on the religions practiced in UAE and the Sharia in relation to the Islamic culture will be supported with more information in Appendix 1.

The UAE has diplomatic relationships with majority of the world and has joined several international organisations like World Bank, IMF, Arab League, OIC, and so on (Wikipedia, 2024). Besides, the country is very proactive in development and transformations that looks up to the environment, economy and industrialisation. Tourism also plays an important role in UAE's economy and employs more than 800,000 people. The most significant attractions in UAE are unquestionably Abu Dhabi, Dubai, Fujairah, etc (Wikipedia, 2024).

### **3.4.3 Culture, People, Infrastructure, Education and Hospitality**

The UAE uniquely blends Arabian, Islamic, and Persian cultures (Wikipedia Contributors, 2019). UAE is regarded as a collectivistic society that values loyalty within the group of family or extended family (*Country Comparison Tool*, 2020). Today, the country's arts, music and literature culture have embraced globalisation by having both traditional and modern tastes that are heavily influenced by heritage, religion and urbanisation (Ozoral, 2024). As of 2024, the population is approximately 9.89 million, with expatriates comprising 88%, predominantly from India and Pakistan (World Population Review, 2024; Wikipedia Contributors, 2019). The country attracts expatriates through tax-free living and free zones that permit 100% foreign ownership (Allianz, 2021).

The UAE features world-class infrastructure, focusing on smart cities, renewable energy, and tourism, boasting renowned landmarks like Sheikh Zayed Grand Mosque, Burj Al Arab and more (United Arab Emirates Infrastructure Sector Market 2023-2030). Its education system,

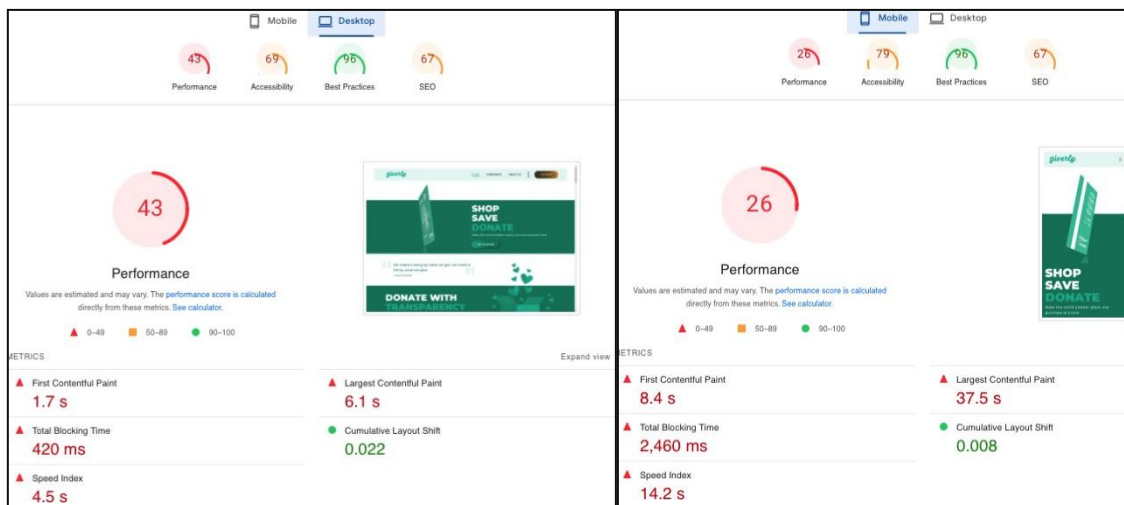
which emphasises gender equality, boasts a literacy rate of 98.29% as of 2022, with three universities ranked among the top 500 globally (Wikipedia Contributors, 2019; Expatica, n.d.). The healthcare system, responsive to a growing population, includes both public and private options and is recognised for its medical tourism, supported by international accreditation standards (Alshamsi, 2024).

## **4. Existing Information Systems and Technologies**

A comprehensive analysis of Giverly's existing information systems and technologies is presented below, along with a set of artificial intelligence-driven recommendations.

### **4.1 Website**

Giverly currently operates two functional website domain, including a website hosted in India, <https://giverly.in/> and a global site, <https://giverly.co/>. A Google PageSpeed test revealed that both the desktop and mobile interfaces exhibit below-average speed performance. This indicates that the website takes longer to load compared to industry standards. This can negatively impact user experience, increase bounce rates, reduce retention rate and lower search engine rankings. Furthermore, the mobile site's Largest Contentful Paint (LCP) is measured at 37.4 seconds, signifying delayed loading of key content, likely due to the heavy or inefficient use of resources or scripts. Figure 3 below presents two screenshots from the PageSpeed test revealing the website's performance.

**Figure 3: PageSpeed Test of Giverly (PageSpeed Insights, 2024)**

Upon further analysis, it was revealed that the website provides only basic information, log in function, with donation links redirecting users to a QR code for downloading the mobile app. The simple interface and user functions signifies that Giverly's websites have a less focus on being consumer facing, which may potentially reduce conversion rates and limit interactivity and utility for the users. In addition, the Australia's mobile app is not searchable upon clicking or scanning the QR code, which further hinders the user accessibility and reduces overall engagement and conversion rates.

## 4.2 Social Media

Giverly's digital presence is limited, with a Facebook account (127 followers, last updated in June 2022) and two active Instagram accounts, @giverlyin (890 followers, last updated in May 2024) and @giverlyau (147 followers, last updated in January 2022), along with an inactive Instagram account, @giverlyapp. The @giverlyin account is more engaging, featuring reels that showcase events, team updates and beneficiaries' information. Giverly also manages three inactive Twitter accounts. Its LinkedIn account (658 followers) is the most active out of all its social media platforms, regularly updated with brand collaborations and charitable programs on a weekly basis. Upon further content analysis, Giverly places minimal emphasis on its digital presence and digital marketing. It primarily directs its marketing efforts toward business-to-business (B2B) platforms, relying on its charity partners to promote its service. For instance, a search for "Giverly" on Twitter reveals posts from charity partners highlighting their collaborations with Giverly.

While Giverly's marketing efforts achieve its cost-saving goal, it is important to strengthen its digital presence to gain credibility. Giverly's website and mobile app is not just a platform to

deliver its brand identity and brand image, it is also an important means of building trust with its customers, to enable customers to feel comfortable and confident in their use of Giverly's services (Rowley, J., & Edmundson-Bird, D., 2013). By leveraging the power of technology to offer omni-connections, Giverly can achieve enhanced user experience and efficiencies in its business model which will increase its customer conversion rates.

### **4.3 AI-Powered Recommendations for Giverly**

Several leading charities are leveraging advanced artificial intelligence technologies to enhance user engagement and streamline donation processes. For instance, Dataro, an Australian startup, uses predictive modelling and machine learning software to implement AI-powered donation matching, assisting charities in identifying, engaging and retaining suitable donors. This approach increases charities' efficient use of resources and maximises donation opportunities (Dataro – *Fundraising Predictions & Intelligence*, 2024). Additionally, Giveth, a blockchain-powered donation platform, utilises smart contracts to enable a decentralised governance model, enhancing transparency by allowing donors to track their donations in real-time (Giveth, 2023). Moreover, virtual reality (VR) is increasingly adopted by charities as it is deemed an "empathy machine" by Chris Milk because he believes it to help foster deeper emotional connection with potential donors (Fisher, 2021). Furthermore, crypto games is tren, similar to the service offered by Help for Heroes, which provides a gaming platform that enables donors to fundraise while playing the games (Virtual Fundraising Ideas, 2024). Finally, Giverly could explore innovative engagement strategies, such as the ultramarathon hosted by the Great Ormond Street Children's Charity, which successfully raised \$100,000 in the metaverse (France, 2023). These initiatives demonstrate the potential for charities to leverage the latest technology in purposeful ways, enhancing donor engagement and increasing fundraising capabilities.

## 5.Stakeholders and Communications

**Table 1**

### *Stakeholder and Communication Plan*

No	Stakeholder	Category(I-Internal, E-External)	Role	Data and Technology requirement	Influence (How the project will affect?)	Level of interest (H/M/L)	Communication channel	Communication frequency
1	Giverly administrative	I	Sponsor	<ul style="list-style-type: none"> <li>Research into the market, culture and business plan</li> </ul>	<ul style="list-style-type: none"> <li>New planning and management of new branch in UAE</li> <li>Business expansion</li> </ul>	H	<ul style="list-style-type: none"> <li>Face-to-face meeting</li> <li>Web conferences</li> <li>Weekly reports</li> <li>Emails</li> </ul>	Twice a week
2	Charities	E	A participant of the program	<ul style="list-style-type: none"> <li>A set of rules and conditions</li> <li>Official contracts</li> <li>User-friendly application</li> </ul>	<ul style="list-style-type: none"> <li>New partnership</li> <li>New ways to receive donations and contribute to communities</li> </ul>	M	<ul style="list-style-type: none"> <li>Face-to-face meeting</li> <li>Web conferences</li> <li>Emails</li> </ul>	Once a week
3	Customers	E	Donators	<ul style="list-style-type: none"> <li>User-friendly website and application</li> <li>A list of donating charities and options to donate</li> <li>A list of participating shops and organisations</li> </ul>	<ul style="list-style-type: none"> <li>New way of shopping and donating</li> <li>New shops to discover</li> <li>Adopting new ways to purchase</li> <li>A new payment card</li> </ul>	H	<ul style="list-style-type: none"> <li>Social media posts</li> <li>Promotional email</li> <li>Notifications on the website and</li> </ul>	Twice a week

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				<ul style="list-style-type: none"> <li>Receipts and proof from donations</li> </ul>			application	
4	Regulators	E	Regulating bodies	<ul style="list-style-type: none"> <li>A full document on the company and its objectives and services</li> <li>Official documents (owner's ID, company ID, address, etc.)</li> <li>Application for registration</li> <li>Prototypes or fully functioning website and application</li> </ul>	<ul style="list-style-type: none"> <li>A new entrant in the donation and charities environment which will promote the regulator's endeavour in community</li> </ul>	L	<ul style="list-style-type: none"> <li>Face-to-face meeting</li> <li>Emails</li> <li>Fax</li> </ul>	Once a month
5	Legal consultant	E	Advisor in law and regulations	<ul style="list-style-type: none"> <li>Company's information</li> <li>Business plan for the new market</li> </ul>	<ul style="list-style-type: none"> <li>A new case to assist in legal environment</li> <li>12 weeks commitment</li> </ul>	H	<ul style="list-style-type: none"> <li>Face-to-face consulting session</li> <li>Online meeting</li> <li>Weekly reports</li> <li>Emails</li> </ul>	Once a week
6	UAE staff	I	Staff in UAE	<ul style="list-style-type: none"> <li>Business plan</li> <li>Marketing plan</li> <li>Company's rules and regulation and code of conduct</li> <li>Employee's internal system</li> <li>UAE version of the website and</li> </ul>	<ul style="list-style-type: none"> <li>A mixed business culture to adopt</li> <li>A different team to fit in</li> <li>Showcase and work in harmony for the new entrant in the donating environment of UAE</li> </ul>	H	<ul style="list-style-type: none"> <li>Face-to-face meeting</li> <li>Online meeting</li> <li>Weekly reports</li> <li>Emails</li> <li>Memos and</li> </ul>	Daily



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				application			notes	
7	Developers	I	Web and mobile app developers	<ul style="list-style-type: none"> <li>A list of functional and non-functional requirements</li> <li>Mock-ups/prototype</li> </ul>	<ul style="list-style-type: none"> <li>12 weeks of commitment</li> <li>Expected to develop a website and application suited to the market</li> <li>Converting the western culture into different market</li> </ul>	M	<ul style="list-style-type: none"> <li>Face-to-face meeting</li> <li>Online meeting</li> <li>Emails</li> <li>Progress report</li> </ul>	Daily
8	Shops and merchants	E	Participating businesses of the program	<ul style="list-style-type: none"> <li>Terms and conditions</li> <li>Official contracts</li> <li>User-friendly website and application</li> </ul>	<ul style="list-style-type: none"> <li>A new partnership with different approach</li> <li>A new way to attract customers</li> </ul>	M	<ul style="list-style-type: none"> <li>Face-to-face meeting</li> <li>Web conferences</li> <li>Emails</li> </ul>	Once a week

## **6. Roles and Responsibilities**

Our consultancy company, InnovaTeam Solutions, brings together a diverse team of skilled professionals to tackle Giverly's global expansion challenges. Each team member brings unique expertise and experiences crucial to this project's success.

### **Project Manager: Temuulun Lkhagvasuren (Tammy)**

Tammy brings a wealth of experience in sales (both B2B and B2C), marketing, and business outsourcing solutions. Her background in Business Administration and Management, coupled with her international experience, makes her an ideal candidate to navigate the complexities of this global project. Tammy's ability to work effectively independently and in team settings ensures that she can adapt to various project demands and lead the team towards success.

### **Product Owner: Wasupon Arpornpattana (Petch)**

As the Product Owner, Petch ensures that the team delivers a product that meets Giverly's needs and business objectives. His experience as a business analyst for the Bike MS fundraising event and his work on the Doing Good Reward charity company prototype has equipped him with strong analytical skills and a deep understanding of non-profit organizations. These skills will be invaluable in guiding the team toward a successful product launch for Giverly's global expansion.

### **Domain Expert (Logistics and Procurement): Luz Clorinda Chapi Huilca**

Luz brings her expertise as an Economist focusing on logistics, procurement, and project management. Her skills in analyzing complex data, coordinating logistics, and optimizing processes are crucial for Giverly's expansion into new markets. Luz's strategic planning abilities and attention to detail will ensure that the logistical aspects of Giverly's global operations are efficiently managed.

### **Customer Representative: Mufan Jia (Justin)**

Justin's customer service and technical problem-solving background makes him an ideal Customer Representative. His experience at FRED Sydney, where he developed a troubleshooting guide for in-store system issues, demonstrates his ability to bridge the gap between technical challenges and customer needs. Justin's recent internship at Doing Good Rewards, focusing on business analysis and system improvements, further enhances his ability to represent customer interests while understanding the technical aspects of the project.

### **Lead Business Analyst: Calista Chiu**

Calista's diverse background in marketing, communications, and media studies, combined with her ongoing master's degree in business information systems, positions her perfectly as the Lead Business Analyst. Her eight years of experience across various markets in Singapore and Australia provide a global perspective crucial for Giverly's expansion. Calista's expertise in visual analytics, business/artificial intelligence tools, and user experience will be instrumental in analyzing and optimizing Giverly's operations across different cultural contexts.

Each team member's unique skill set and experience align closely with the project's needs, ensuring a well-rounded approach to Giverly's global expansion challenges. Our team's diverse backgrounds and complementary skills position InnovaTeam Solutions to deliver innovative and effective solutions for Giverly's ambitious goals.

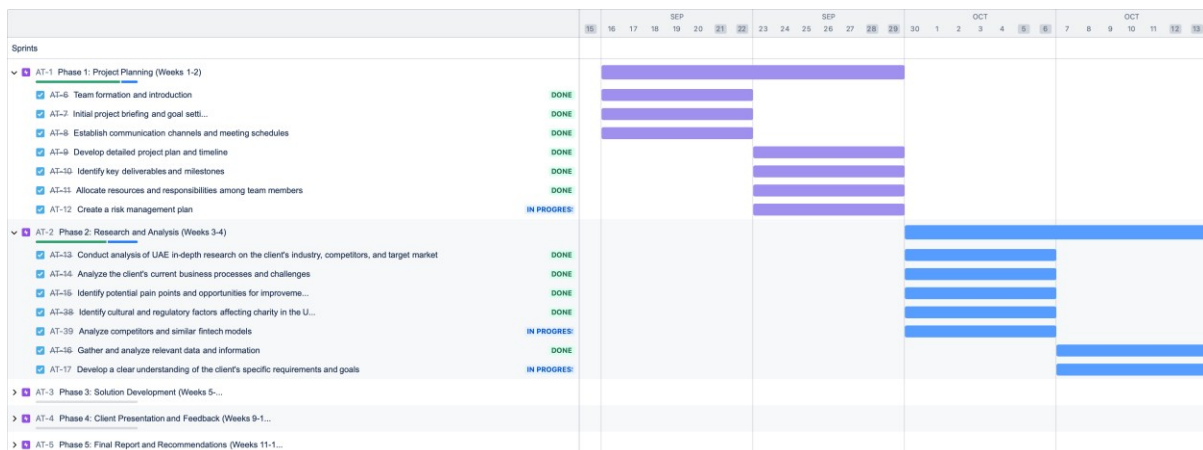
## **7. Key Dates & Milestones**

The subsequent Gantt chart illustrates the project timeline for Giverly's expansion into the UAE market. This graphic delineates the critical phases, tasks, and milestones necessary for the effective implementation of the project.

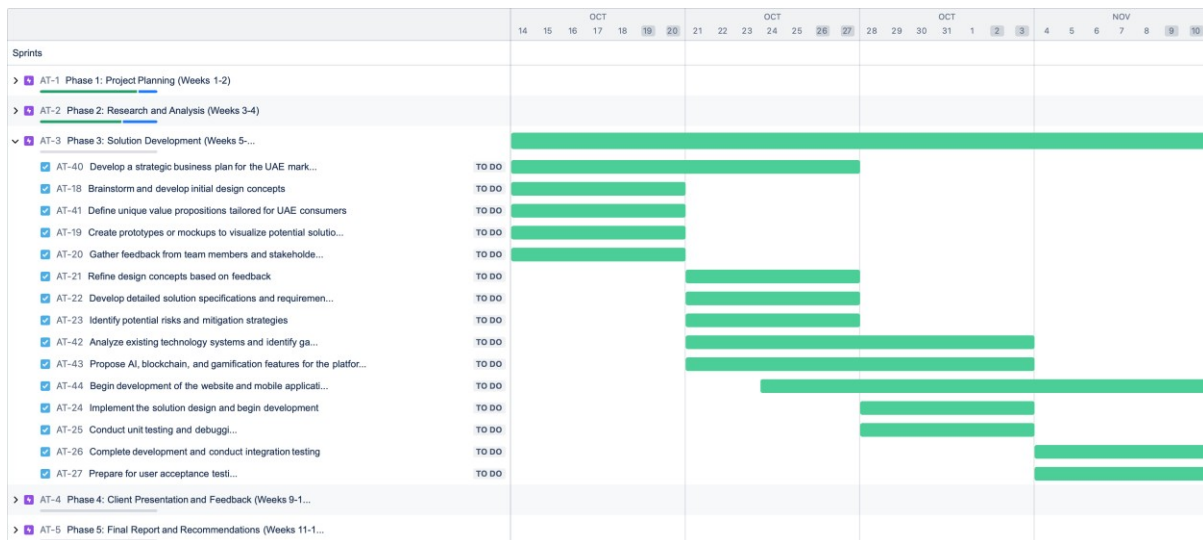
By specifying distinct start and end dates for each task, the Gantt chart functions as an efficient planning tool, enabling the project team to track progress, optimise resource management, and ensure adherence to essential deadlines. Each phase of the project is organized to build upon the previous one, promoting a systematic approach to market entry.

The figure reflects the extensive planning that encompasses project initiation, market analysis, business strategy formulation, technology integration, marketing preparation, and launch assessment. This organised timeline facilitates monitoring of project progress and enhances communication among team members and stakeholders, ensuring alignment with Giverly's strategic objectives.

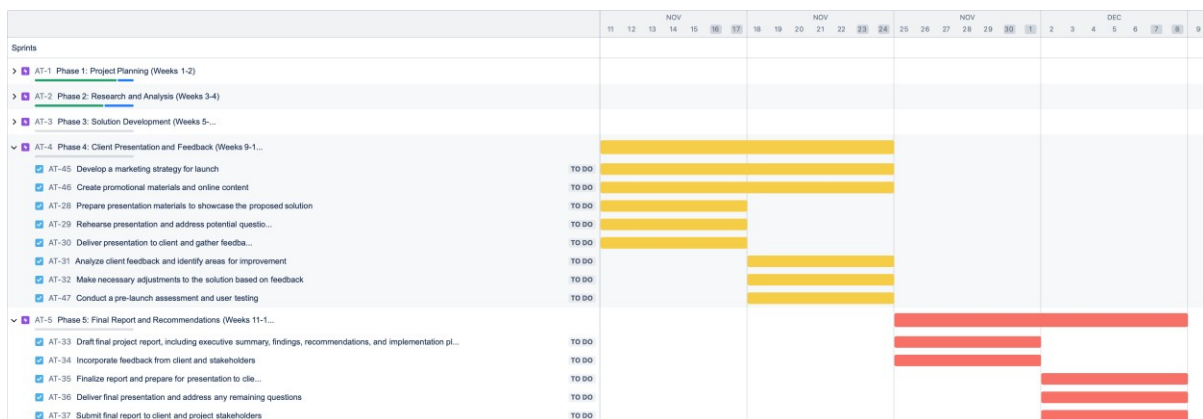
**Figure 4: Phase1 and 2: Develop project plan on week 4th**



**Figure 5: Phase3: Milestones 1 on week 6th and Milestones 2 on week 8th**



**Figure 6: Phase4 and 5: Final solution, Milestones 1 and Milestones 2 on week 11th**



## Conclusion

The expansion of Giverly into the UAE market is an ample opportunity for expansion and increased social impact. This project plan is built from a comprehensive plan to navigate through the challenges and exploit the opportunities brought in front of us in this expansion.

Key points from our analysis include:

**Market Context:** Giverly's unique charitable giving approach is built on the UAE's unique combination of traditional Islamic practices and modern economic aspirations as a fertile ground for innovation. Giverly's business model, which has quickly become a success over the country's strategic location, diversified economy and commitment to technological advancement, is well suited to the government.

**Technological Integration:** At Giverly, we aim to be the first Fintech venture to implement AI-powered donation recommendations, blockchain integration for transparency, and gamification of cryptocurrency donations. This will position us as the industry leader for fintech innovations in philanthropy. These innovations will solve the existing performance problem and greatly increase user engagement.

**Cultural Adaptation:** Using the Stanford Design Thinking framework to have a user-centred approach behind our approach enables us to empathize with different users and develop our platform around local cultural contexts such as Zakat.

**Stakeholder Engagement:** Within our detailed stakeholder and communications plan all are brought into the process and kept informed, be it the Giverly administrators, local charities or the other regulatory bodies.

**Team Expertise:** Drawing on a rich mix of project management, product ownership, domain knowledge, customer voice, and business analysis skills, we can put all this together to handle the intricacies of an expansion.

By leveraging globalization trends and employing innovative technologies, Giverly is well-positioned to overcome challenges, adapt its model to the UAE market, and ultimately redefine how charitable giving integrates with everyday financial activities on a global scale. This expansion not only offers tremendous potential for business growth but also creates opportunities for building long-term customer relationships and brand loyalty in a new and dynamic market.

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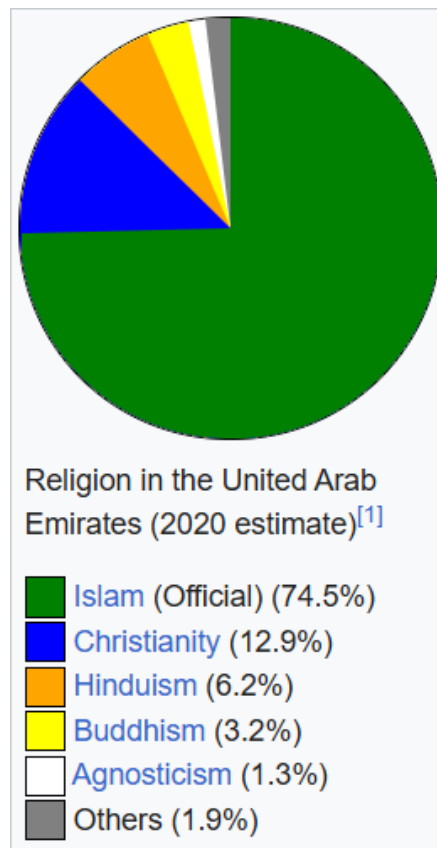
## Appendices

### Appendix 1: Supporting details on context of the UAE Market

Referring to what has been briefly discussed within the report, it is important to emphasise how religion plays a big role in UAE and its people. In Figure 1, 74.5% of the UAE population was counted as Islamic practitioner in 2020. Although the country itself has diverse ethnic groups residing, the Islam religion is still a major within the country and therefore impacts work, culture and customs. However, due to the expat culture, Christianity was placed at the 2<sup>nd</sup> top religion practiced in UAE as there are many foreigners are in UAE on business or travel purposes.

**Fig. 1**

*Religions in the UAE by percentage (Wikipedia, 2024)*



Due to the daily praying in Islam, some work practices need adjustment. For example, if someone needs to do their daily pray, any important meeting or business inquiries must be delayed as praying is important part in their religion. Moreover, during Ramadan, which is a fasting month, business hours are changed because people are doing fasting and are in less energy to do business. In that case, Giverly should be mindful in deciding what time to contact with business partners and when not to discuss about business.

On top of the culture, the legal system of UAE reflects the Islamic fundamental concept through Sharia. Sharia law deals with blood money compensation for Muslims and personal status matters, which is making it quite different from common laws in Australia or India. Giverly operates in. In Table 1, the main characteristics on major parts of the UAE law and legislation are collected. From this table, it is clear that how these aspects are shaped by the religion and its customs in not only the community but also the business environment.

**Table 1**

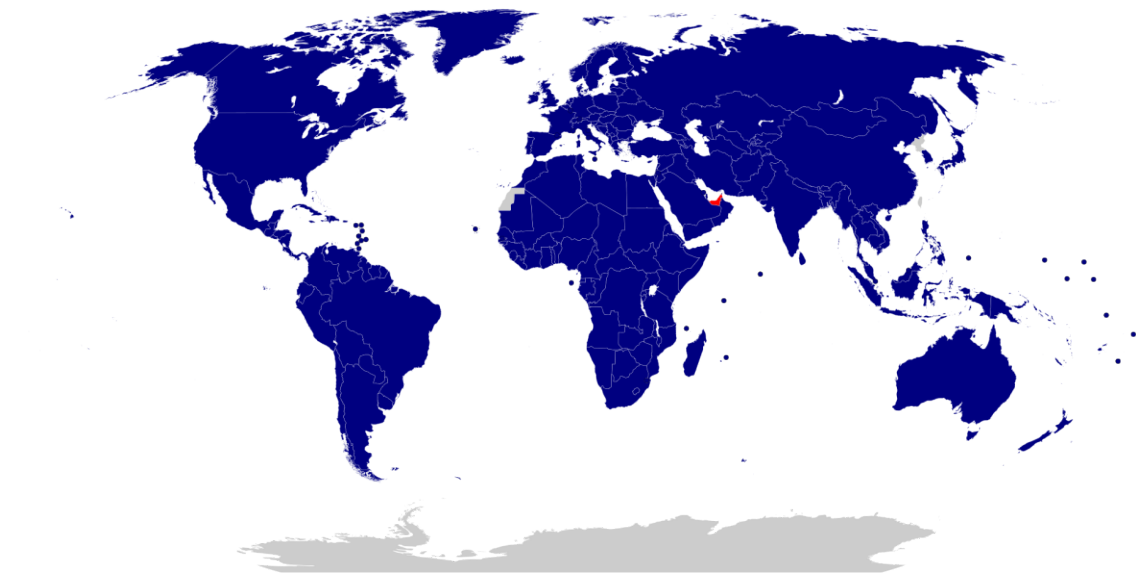
*Sharia law and its characteristics on different aspects (EZone, 2024)*

Sharia Law aspects	Characteristics
Legal system	It is based on Islamic principles and teachings.
Ownership structure	It requires companies that follow Sharia to adhere to Islamic principles within ownership practices.
Regulation and compliance	It requires those companies to adhere to Islamic ethics that covers financial and contractual structures.
Contracts and agreements	It requires those companies to adhere to specific principles in avoiding interest like riba and prohibited activities like haram.
Dispute resolution	It includes Islamic court and scholars and are proceeded with Islamic jurisprudence and principles.
Financial practices	It prohibits the financial practices to charge and pay interest or engage in haram activities.
Foreign ownership	It can influence foreign ownership regulation and may ask those companies to have local partnership or sponsorship.

Although UAE is religious country, its foreign relations is not closed and is rather more diplomatic. In Figure 2, the countries in the world who has a diplomatic relations with UAE has been labelled blue and it is clear that the majority of the world maintains a diplomatic relations with UAE. Showcasing such an open and diplomatic country, it encourages businesses from all over the world to invest in UAE and start a business in this thriving location.

**Fig. 2**

*The countries with diplomatic relations with UAE (Wikipedia, 2024)*



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## Appendix 2: Team Contract

### **Torrens University Group Assignment – Team contractTeam Members of Group 1**

#### **Introduction**

In work life, organisations often rely on teams to work independently to achieve goals and objectives for the business. This relies on teams being clear on what is expected of participants as well as when and how it will be delivered.

The purpose of this team contract is to ensure that all team members are clear on what is expected of them for this assignment and to support the effective and successful working of the group to produce a high-quality report at the end of their group project. A hybrid waterfall/agile method will be used to manage the group project.

1. The group assignment is a substantial project and cannot be completed without all students in the group collaborating and working as a team.
2. It is expected that all students share ideas, points of view and do a fair and equitable allocation of the work required to complete the group project and report.
3. For the assignment to have a consistent strategy and have coherent continuity the team will need to work together over the course of the project to ensure that they produce a high-quality and well aligned report. Working independently and in silos and 'stitching' badly connected ideas together at the end does not achieve the same quality outcome.
4. The team contract must be completed, signed, and dated and the group must submit the completed group contract at the end of week 3 at the start of the group project.
5. The team contract must also be attached to your group report as an appendix with any updates you may have made to the contract over the duration of your project.

#### **Team member's contact details**

The team will need to be able to contact each other throughout the course of this project. For this, you may wish to set up a WhatsApp chat group, a WeChat group or any other channels. This section needs to be completed immediately, in class, so that you have a means to contact each other.

.

Name	Phone contact	Email/WeChat/Facebook/WhatsApp
Calista Chiu	0435017756	<a href="mailto:Calista.chiu@student.torrens.edu.au">Calista.chiu@student.torrens.edu.au</a>
Temuulun Lkhagvasuren	0450530131	<a href="mailto:Temuulun.Lkhagvasuren@student.torrens.edu.au">Temuulun.Lkhagvasuren@student.torrens.edu.au</a>
Luz Clorinda Chapi Huillca	0459139770	<a href="mailto:Luz.huillca@student.torrens.edu.au">Luz.huillca@student.torrens.edu.au</a>
Mufan Jia	0493301201	<a href="mailto:Mufan.jia@student.torrens.edu.au">Mufan.jia@student.torrens.edu.au</a>
Wasupon Arpornpattana	0401095442	<a href="mailto:Wasupon.arpornpattana@student.torrens.edu.au">Wasupon.arpornpattana@student.torrens.edu.au</a>

## Ground-rules for meetings and communication

The team will need to agree appropriate ways of contacting each other, turnaround times on communications and times when they may not be available need to be advised to the team. Mutual respect is key to building a good team spirit and this may influence your ground rules e.g. No calls after 10pm.

### Ground rules:

1. Teams to respond to messages within 48 hours
2. All team members are expected to attend the meetings if possible unless there's a valid excuse
3. All team members to deliver their tasks by the deadline
4. All team members will contribute to the discussions
5. All team members will share tasks equally and be responsible for its completions
6. Each team member will share doubts or concerns about assigned tasks timely to avoid compromising delivery deadlines.

## Team goals

It is also vital for the team to know what each team member wants to achieve from the project.

One of the most common causes of conflict is when everybody assumes that they all want to same outcome on a project. Understandably, no one would ever say that they do not want a High Distinction.



However not everybody has the same access to resources such as time and transport, and not everybody can make the same commitment to a project owing to different pressures in their schedule and there may be a need to set realistically achievable goals.

It is good to understand each team member's different expectations and then to draft team goals through consensus.

What does your team want to achieve, in order of priority? (To be completed by team)

1. Aim for distinction or high distinction for assessments and all members will be on board in the amount of effort put into the assessments.
2. A final product that satisfies the main requirements stated on the assessment brief.
3. Hands-on experience of working as a real-life consultant on a real-life case.
4. Collaborative and committed team environment to achieve a common goal.
5. Understand well projects requirements and delivery of a realistic solution within the timeframe.
6. Apply most of the programs and tools learned in other subjects to prepare us to put them into practice in real cases.

## Team Project Plan

1. Planning is the key to success. Your group will have many competing priorities and assignments from other courses - to manage this you need to plan.
2. Plans sometimes need to change, but having a plan allows you to know what you need to change and what provisions you will need to make.
3. The below is an example for you to use and/or build out further. Other Actions you may consider are project outline, findings, first draft, proofreading, presentations, collating and final editing etc.
  - a. A project plan is a living document designed to manage the whole team's activity
  - b. You will have several actions you will need to complete – if you map them where you believe they need to happen in the project timeline in grey you know they are in your schedule.
  - c. Once a task is complete, 'black' the task out as 100% complete
  - d. If a task should have been completed in a week but hasn't been – mark is amber/orange and re-estimate when it will be completed – grey. See example in 'Set up chat group.
  - e. If a task is under way as expected – it remains green
  - f. Red is used for a task that has fallen more than two weeks behind and requires immediate attention

Action	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Task owner
Complete team contract	100 %										Temuulun
Submit team contract	100 %										Temuulun
Set up chat group	100 %										Calista
Set up group folder for research and report draft											Calista
Research the case study and supporting materials	50%	100 %									All team members
Map out structure of the report for Project Plan	50%	100 %									All team members
Write up and proofread the Project Plan		100 %									All team members
Finalise the Project Plan and receive feedback from LF		100 %									All team members
Research and write up the Client Report 1											All team members
Prepare the presentation of Milestone 1											All team members
Finalise and receive feedback on Client Report 1 and its presentation											All team members
Research and write up the Client Report 2											All team members
Prepare the presentation of											All team members

Milestone 2											
Finalise and receive feedback on Client Report 2 and its presentation											All team members
Research, collate and draft the Final Report											All team members
Edit and finalise the Final Report											All team members
Prepare the final presentation for the client											All team members
Deliver the final presentation											All team members
Make a group discussion on key take-aways based on the final report and its feedback											All team members

**Agreed time commitment per team member to project (hours per week): 5 hours**

### What will your role be?

Name	Role
Temuulun Lkhagvasuren	Project Manager
Wasupon Arpornpattana	Product Owner
Luz Clorinda Chapi Huillca	Domain Expert
Mufan Jia	Customer Representative
Calista Chiu	Lead Business Analyst

### Project Status Reporting

To ensure that your project remains on track, the team will need to do a weekly project status update in class of activities completed from the week before and what activity is 'in train' for the week coming. Scrum Boards will be used as a 'lite' form of project status reporting in class each week:

Owner	Backlog	In progress	Done
Team members	Allocating parts for Client Report 1,2 and Final Report	Assessment 1 drafting	Team contract
Team members	Writing and researching Client Report 1, 2 and Final Report		Finalising team-related documents and filing management
Team members	Preparing presentation for Client Report 1, 2 and Final Report		

Scrum can be fun – if you would like to use a bitmoji or another type of avatar in the owner column it can add some fun! Bear in mind that there is a relationship between the actions on the project plan and those you update to the scrum board.

#### Definitions:

**Backlog** – a prioritised list of all items that will need to be completed to achieve the goals of the project containing short descriptions of each item. Tasks should be allocated to a team member to 'own'. They may not be the only person doing the task, but they will be responsible for ensuring it gets done. Each team member will have a backlog that they will 'groom' and move into 'in progress' at the appropriate time. Sometimes items may prove irrelevant and they can then be removed by team consent, or some items may arise that were not initially considered, and they should be added by team consent.

**In progress** – this is any action that is now being worked on.

**Done** – these are actions that are completed

## Meeting Schedule

It is recommended that the team has, as a minimum, weekly meeting to remain on track. These may be in the same physical location or using group call or shared platforms. From a

timing perspective it is best to have this meeting at a time where you can prepare for your scrum and make the most up to date edits to your scrum board.

**Expectations:**

- a. Attendance is expected at every meeting by every team member.
- b. It is strongly advised that a standing time and venue is selected on completing this contract.
- c. If any team member is unable to attend, they must advise the group as soon as possible to try and enable a reschedule, where possible for the other team members.
- d. If a team member is absent, it is their responsibility to negotiate what work they need to do to contribute to the team's weekly goals.
- e. Each team member must be prepared for the meeting.
- f. Respect must be shown for different cultures, languages and proficiencies and learning styles.

**Meeting schedule (in addition to meetings in class) (To be completed by team)**

<b>Weeks</b>	<b>When (date/time)</b>	<b>Where</b>	<b>Preparation required</b>
<b>3</b>	30 September, 8pm	Microsoft Teams	Read the case study and project plan assessment brief prior to the meeting, highlight scope of work and divide the tasks during the meeting, prepare the report status for weekly meeting with lecturer
<b>4</b>	7 October, 8pm	Microsoft Teams	First drafts for the assessment 1
<b>4</b>	9 October, 5.30pm	Face-to-face	Final drafts for the assessment 1
<b>5</b>	14 October, 8pm	Microsoft Teams	To be decided
<b>6</b>	21 October, 8pm	Microsoft Teams	To be decided
<b>6</b>	23 October, 5.30pm	Face-to-face	To be decided
<b>7</b>	28 October, 8pm	Microsoft Teams	To be decided
<b>8</b>	4 November, 8pm	Microsoft Teams	To be decided
<b>8</b>	6 November, 5.30pm	Face-to-face	To be decided
<b>9</b>	11 November, 8pm	Microsoft Teams	To be decided
<b>10</b>	18 November,	Microsoft Teams	To be decided

	8pm		
11	25 November, 8pm	Microsoft Teams	To be decided
11	27 November, 5.30pm	Face-to-face	To be decided
12	2 December, 8pm	Microsoft Teams	To be decided

## Decision-making process

**How will decisions be made – by consensus, majority vote, leader has final say etc.?**

- We expect it to be by consensus most of the time, otherwise by majority vote.

**How will you ensure that decisions are made in a timely way?**

- The issue or concern will be brought up during the meetings to members.
- Each member will engage in the discussion and vote on the optimal solutions.
- Team members must respond within 48 hours after the issue has been raised to the team.
- All decision will be made by priority to provide best solutions to the company.
- For any decision making, we will ensure that we have done the necessary research to make informative decisions.

## Team expectations

It is good to clarify what is and is not acceptable to the group:

1. No team member will be excluded from group activities.
2. Late delivery and broken promises of delivery are not acceptable.
3. All team members will contribute to discussions.
4. Speak kindly, but honestly
5. Offer solutions
6. All team members are expected to attend the meetings if possible unless there's a valid excuse.
7. All team members to deliver their tasks by the deadline.
8. All team members will contribute to the discussions.
9. All team members share tasks equally.

10. All team members are expected to assist in each other's work in case a member needs any help.
11. All team members are expected to foster a positive team environment.
12. Free riding is highly unacceptable.
13. Unreasonable excuses are not accepted.

**Action to be taken by the team to address the issues listed above**

1. A group discussion on the issue will be held during the meetings.
2. Team members will address the issue and its underlying cause.
3. Team members will discuss the way to remove the issue and reach a consensus.
4. Team will revisit the discussion and make sure the issue is removed.
5. If consensus is not reached, the issue will be formally addressed to the LF.

**Other conditions or comments**

It is very important that every member of your team understands the details of the team contract and agrees to the specified rules and conditions.

None

**Lecturer intervention**

These are times where the team may need to reach out to the lecturer for conciliation or mediation if the team cannot resolve the challenges on their own. It is worth mentioning that earlier intervention achieves better outcomes if there are challenges. In these instances, it is important to consider the following:

1. If work is not completed by a student, it may be classified as not contributing equally to the assignment.
2. The group may reach the conclusion that one or another student may have made an unequal contribution (done more, or less work than the others). In this instance, all students in the group will discuss the issue with the lecturer and it will be agreed that the student will receive a higher or lower mark than the other students in the group.

Date	Student name	Signature	Contribution %
	Calista Chiu	<i>Calista Chiu</i>	
	Temuulun Lkhagvasuren	<i>Temuulun Lkhagvasuren</i>	
	Luz Clorinda Chapi Huillca	<i>Luz Clorinda Chapi Huillca</i>	
	Mufan Jia	<i>Mufan Jia</i>	

	Wasupon Arpornpattana	<i>Wasupon Arpornpattana</i>	
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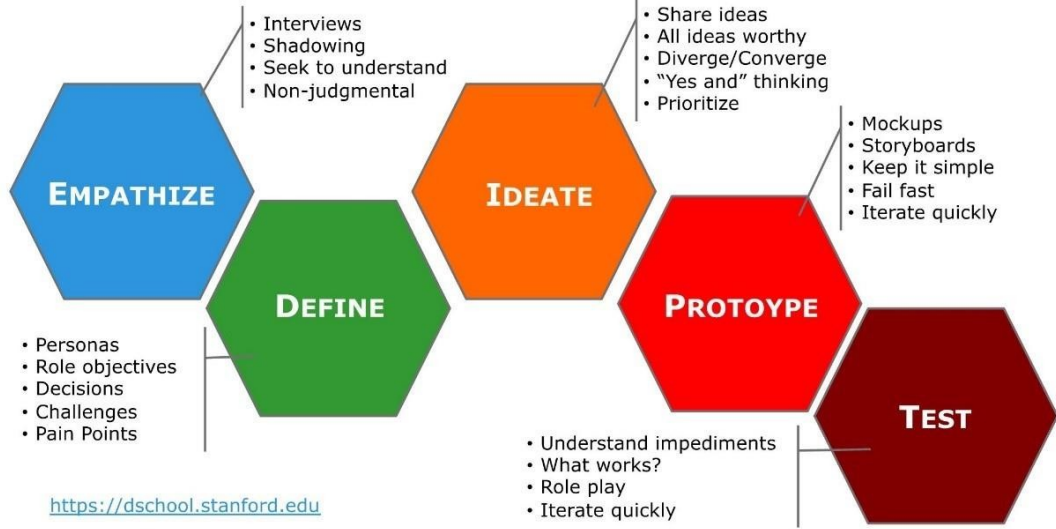
## Appendix 3: Checklist

<b>MIS611: ASSESSMENT ONE: PART A – Project PlanCHECKLIST</b>	
<b>PRESENTATION GUIDELINES</b>	
Title Page or Cover Page with an image that relates to your research report. You must also include full student names, student number and the correct name of your learning facilitator	✓
Please ensure that you include this checklist in your assessment and have every box ticked	✓
Academic Declaration and Assessment Checklist (Checklist to be completed)	✓
Table of Contents – Automatically Generated	✓
Page numbers to appear in the footer	✓
Paragraphs are extremely important in a report of this size and the general rule is that there are 250 words to a page and there should be 3- 4 paragraphs to an A4 page.	✓
Headers and Footers on each page of the report – not the title page or the table of contents	✓
Diagrams & Images and Tables that are sourced and referenced. This is a very visual assignment. Please include all diagrams and	✓



pictures.	
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<p><b>WITTEN REPORT GUIDELINES</b></p>	
<p><b>Introduction:</b> 300- 400 words Describe the history of Giverly and define globalization and how this will impact on the expansion of the Giverly business across 5 countries Australia, India, Singapore, USA and U.A.E. and include a couple of quotes about the impact of globalization on globalbusiness.</p> <p>Make sure you talk about how this problem is an opportunity for your company to grow and gain repeat business in the future once you are a success on this project.</p> <p>In your introduction <b><i>YOU must discuss Design Thinking as your framework and include the Stanford Design Thinking honeycomb diagram</i></b> that we are using for the 12 weeks.</p> <p><b><i>Discuss Design Thinking as your framework and include the Stanford Design Thinking Process diagram and articulate how this framework will help the team to solve the problems at Giverly.</i></b></p> <p><b><i>Make sure you include the diagram below:</i></b></p>	<p>✓</p>

<p><b>Stanford d.school Design Thinking Process</b></p>  <p>The diagram illustrates the Stanford d.school Design Thinking Process as a sequence of five interconnected stages, each represented by a colored hexagon:</p> <ul style="list-style-type: none"> <li><b>EMPATHIZE</b> (Blue): <ul style="list-style-type: none"> <li>• Interviews</li> <li>• Shadowing</li> <li>• Seek to understand</li> <li>• Non-judgmental</li> </ul> </li> <li><b>DEFINE</b> (Green): <ul style="list-style-type: none"> <li>• Personas</li> <li>• Role objectives</li> <li>• Decisions</li> <li>• Challenges</li> <li>• Pain Points</li> </ul> </li> <li><b>IDEATE</b> (Orange): <ul style="list-style-type: none"> <li>• Share ideas</li> <li>• All ideas worthy</li> <li>• Diverge/Converge</li> <li>• "Yes and" thinking</li> <li>• Prioritize</li> </ul> </li> <li><b>PROTOTYPE</b> (Red): <ul style="list-style-type: none"> <li>• Mockups</li> <li>• Storyboards</li> <li>• Keep it simple</li> <li>• Fail fast</li> <li>• Iterate quickly</li> </ul> </li> <li><b>TEST</b> (Dark Red): <ul style="list-style-type: none"> <li>• Understand impediments</li> <li>• What works?</li> <li>• Role play</li> <li>• Iterate quickly</li> </ul> </li> </ul> <p><a href="https://dschool.stanford.edu">https://dschool.stanford.edu</a></p>	
<p><b>Provide an overview of the client.</b></p> <p>Provide an overview of Giverly.</p> <p>Describe their current Industry context, business operations, including of Giverly both the external and internal context</p> <p>(e.g., In which industry do they operate? What is the business structure?).</p> <p>(250 Words)</p>	<p>✓</p>
<p><b>Describe their current business operations,</b></p> <p>including both the internal (eg. collaborative environment with a small, dedicated team ) and external context (e.g., Giverly operates in the world of Philanthropy ...define this, what does it mean, who are the major players in this industry?</p> <p>What is the business structure? Listen to the interviews with Sagar).(250 words)</p>	<p>✓</p>
<p><b>Problem, Objective &amp; Deliverables</b></p> <p>Answer the following questions: What is/are the problem(s) the client needs</p>	<p>✓</p>

to solve? Include the problem statement from Lecture 1.

What is the purpose of your project (i.e., what is your project providing to your client)?

- What will your project produce for the client?
- ***Discuss Results and Relevance Results that execute and solve problems, how the team is focused on building solutions for Giverlyto make it more efficient, effective and more profitable and gain more customers globally.***

(600-700 words)

### **Context Section – United Arab Emirates – UAE**

Creating a context section on the UAE (United Arab Emirates), you'll want to provide relevant background information to help readers understand the country's history, geography, culture, and other key aspects. Here are some elements the team may consider as important sections:

It may be a good idea to have 2-3 paragraphs in this section (main body of the report) and then have the bulk of the information in the appendices for the reader to comprehend the complexities of going global especially in the Middle East at this point in time.

#### **1. Geography:**

- Overview of the country's location, neighbouring countries, and key geographical features.
- Climate and natural resources.
- Is it all about Oil???

#### **2. History:**

- Historical timeline, including significant events and developments.
- Key historical figures and rulers.

#### **3. Government and Politics:**

- Political system and structure.
- Overview of government institutions and key political figures.

✓

□ Any recent political developments.

#### 4. **Economy:**

- Overview of the economic structure and major industries.
- Economic development milestones.
- Trade and international relations.

#### 5. **Culture:**

- Cultural diversity and influences.
- Major cultural and religious practices.
- Arts, music, literature, and traditional celebrations.
- **This section requires the team to focus on the work of Hofstede.**

#### 6. **People:** Discuss the People of the UAE

##### 1. **Infrastructure:**

- Overview of transportation, communication, and energy infrastructure.
- Major cities and landmarks.

##### 2. **Education and Healthcare:**

- Education system and literacy rates.
- Healthcare facilities and overall health indicators.

##### 3. **Language:**

- Official languages and linguistic diversity. • What are the main languages... does Giverly need multiple language buttons to operate in the UAE?

##### 4. **Religion:**

- Predominant religion and its impact on daily life.
- Discuss Sharia Principles
- Religious practices and holidays.

##### 5. **International Relations:**

- Diplomatic relations with other countries.
- Participation in international organizations such as the World Bank, the IMF, the Red Cross etc.

##### 6. **Recent Developments:**

- Current events or recent changes that are relevant to the understanding of the country.
- The War (2023-2024) in the Middle East.... What are the ramifications of this war for Giverly.

##### 7. **Tourism:**

- Tourist attractions and popular destinations.
- Tourism's role in the economy.

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*Tailor the content to the specific purpose and audience of your context*

*section, ensuring that it provides a comprehensive overview of the United Arab Emirates.*

*Please include reliable sources to support the information provided. Visuals such as maps, charts, diagrams and pictures will assist the client in having a deep level understanding of the country that is the UAE.*

*An excellent resource for this section is the **CIA World Fact Book** - The World Factbook, also known as the CIA World Factbook, is a reference resource produced by the Central Intelligence Agency with almanac-style information about the countries of the World... <https://www.cia.gov/the-world-factbook/>*

## **An Existing Information Systems and Technologies**

Outline existing Information systems and/or technologies that are relevant to your client, their product or service.

This should include both the technologies the client currently has in place and those within industry that may affect the client. (400-500 words).

Investigate the latest industry trends You may decide to go with eg. Metaverse or Web 3, blockchain... a combination of other systems it is up to the group to decide and remember this is the first phase... There must be a section on Artificial Intelligence in this section since Giverly has specifically requested this technology to be included.

We may change our mind with further work, and THIS is OK.

***Discuss Levering technology like never before***

***Omni connections - is the complete experience of work: of feeling connected, of being included, and knowing we belong, regardless of our physical location.***

***When we are omni-connected, we use technology and human ingenuity to***



***make sure we are seen, can fully contribute, and have equal quality of experience.***

- ***Curiosity***
- ***Empathy is very important***

**Provide a stakeholder and communications plan (300-500 words)** that addresses the following questions:

Who has a vested interest (the charities, customers, the Giverly company, etc. )in the project that you will undertake both internally and externally?

What is their role and what data and technology do they need to support their work at present?

How will this project affect the workers at Giverly and the Charities etc

What level of interest do they have in the project?

Would the interest of all stakeholders be high, medium or low???

The communications plan should be mapped to the stakeholders and provide an overview of when, how often and through which channels you will communicate with them.

Refer to Announcements for the plan example for you to follow.

## **Roles and Responsibilities (400-600 words)**

List the team members in your team and their roles.

Provide a summary of each member and what skills they have that are appropriate to the role. Place the names of your team members next to each

<p>role.</p> <p>Please include your CV summary that you have prepared in this section for each member of the team (your CV summary can be included in your appendices)</p> <p><b><i>Design a name for your consultancy company.</i></b></p> <p>Project manager Product Owner Domain Expert (nominate the field in which they are an expert) Customer Representative Lead Business Analyst</p>	
<p><b>Key Dates &amp; Milestones</b> (500 words or less with visual articulation of ideas)</p> <p>List the start and finish date for your project alongside all the milestones (i.e., the due dates) associated with the project; a Gantt Chart would be appropriate.</p> <p><b>Please ensure that you include your team's Gantt chart in this section.</b></p>	
<p><b>Conclusion</b> (maximum 500 words)</p> <p>Restate your plan for Giverly. Synthesize or summarize your major points. Make the context of your argument clear</p>	
<p><b>References:</b> Quality references and correct use of APA7 referencing. <b>(You must have a minimum of 5 references)</b></p>	

<b>Appendices:</b> 'scrum' meeting minutes and 'scrum' meeting notes, other materials, screen dumps, etc. Include all the links to the five country briefsof the five locations that Giverly will be establishing its business.	
<b>Team Contract</b> .... Have you uploaded the contract on MyLearn and ensureall sections are completed? Please attach this to this report.	