

# ASSIGNMENT COVERSHEET FOR INDIVIDUAL WORK

## Faculty of Design and Creative Technologies

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Paper Name	Service modelling	Paper Code:	INFS604	Assignment Due Date	10/11/2023
Lecturer:	Mr.Brian	Tutorial Day		Date Submitted	10/11/2023
Tutor:		Tutorial Time		No.Words/Pages	

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**Week 6 (8%):**

Boundaries create scope and opportunities for business modelling.

Why do business models focus on infrastructures and processes? (Half page)

Business models must focus diligently on infrastructure and process optimization. A well-designed and efficiently functioning operational framework forms the very foundation upon which organizations build sustainable growth and achieve strategic goals. By gaining deep insight into existing infrastructural and procedural elements and making prudent, evidence-based enhancements where needed, enterprises can establish high-performing, scalable platforms from which to deliver superior value to customers and stakeholders in a manner consistent with their visions. Maintaining such platforms requires ongoing commitment to continuous improvement through disciplined management and innovation.

Infrastructure assets, including both physical and digital resources, are vital components of business models. Infrastructure encompasses facilities, technological systems, and other key elements that support operations. Strategic planning and management of infrastructure can optimize operations, reduce costs, and increase efficiency. For example, investment in advanced machinery may elevate production and quality for manufacturers. Focusing attention on infrastructure allows organizations to gain a competitive advantage by ensuring resources are leveraged effectively. Well-maintained infrastructure is integral to delivering value and achieving objectives across industries. With prudent infrastructure investment and governance, businesses can realize greater productivity, performance, and long-term sustainability.

Processes are equally important in business models as they define how tasks and activities are carried out within an organization. From supply chain management to customer service, well-defined processes enable businesses to operate smoothly and consistently. By analyzing and optimizing these processes, businesses can identify bottlenecks, eliminate inefficiencies, and enhance productivity. For instance, a retail company might implement an automated inventory management system to streamline the ordering and restocking process, ensuring that products are always available for customers. By focusing on processes, businesses can improve their overall performance and deliver value to their customers.

Moreover, business models emphasize infrastructures and processes because they establish boundaries that define the scope of operations. These boundaries help businesses identify their target markets, customer segments, and value propositions. By clearly defining their scope, businesses can align their resources and efforts towards fulfilling specific customer needs and preferences. This focused approach enables businesses to differentiate themselves from competitors and create unique value propositions.

In conclusion, business models prioritize infrastructures and processes because they are vital elements for success. By investing in and optimizing infrastructures, businesses can enhance their capabilities and gain a competitive advantage. Similarly, by streamlining and improving processes, businesses can operate efficiently and deliver value to their customers. These strategic priorities not only enable businesses to navigate boundaries but also unlock opportunities for growth and innovation.

### How can you become an Influencer for a social network business model? (Half page)

In the modern digital landscape, social media platforms have emerged as influential channels for interaction, relationship building, and thought leadership. For marketers, establishing oneself as an authority on a social media network can provide access to extensive opportunities to connect with and captivate diverse audiences. The following tactics warrant consideration:

1. **Define your niche:** To establish oneself as an influencer of note, it is prudent to identify a specific domain of focus within the realm of social media. Whether in the spheres of fashion, fitness, or travel, concentrate one's efforts on a subject that aligns closely with one's areas of personal passion and expertise. By dedicating attention to a clearly defined domain of specialty, one is able to cultivate credibility and appeal to an engaged cohort of followers with authentic interests in one's shared knowledge and perspective. Focusing efforts in this manner allows for the development of trusted authority and an engaged community primed to benefit from leadership within the chosen area of influence.
2. **Create compelling content:** Developing an effective content strategy is key for success in today's digital world. An audience-focused approach to creating and distributing thoughtful content will resonate strongly. Focusing on sharing valuable insights, best practices, and strategic guidance demonstrating mastery of key topics will attract and retain engaged followers. Leveraging visually compelling images, informative videos and thoughtfully written captions that provoke discussion and convey authority on issues will capture attention and trust. With a professional, solutions-oriented focus on providing real value through high-quality, consistent content, messaging can achieve meaningful impact and growth in online communities.
3. **Build a strong personal brand:** Your personal brand is what sets you apart from others in the social media sphere. Be authentic, genuine, and consistent in your messaging and tone. Craft a unique voice that reflects your values and resonates with your audience. Engage with your followers, respond to comments, and foster a sense of community to build trust and loyalty.
4. **Collaborate with others:** Partnering with complementary influencers and brands provides an opportunity to expand one's audience and engage new followers. Consider opportunities to create collaborative content, coordinated promotions, or aligned campaigns that resonate with your core area of expertise. Such cross-promotional activities allow for the introduction of new potential customers or clients within your network while simultaneously reinforcing your authority on topics within your niche. Through strategic alliances and combined efforts, all parties stand to increase their reach online.
5. **Leverage data and analytics:** To achieve continuous performance enhancement as an influencer, leverage data and analytics to gain understandings into your audience and their proclivities. Monitor engagement indicators, follow the execution of your substance, and adjust your procedures fittingly. By comprehending what reverberates with your gathering, you can refine your methodology and convey substance that accomplishes most extreme effect.

Developing influence on social media necessitates dedication, inventiveness, and steady work. By distinguishing your specialized segment, crafting involving substance, forming a solid individual image, collaborating with others, and exploiting understandings, one can situate themselves as a confided in master and drive development inside the computerized biological system. Center around making important associations and giving an incentive to your crowd. Through consistent age of novel and important substance after some time, you can turn into a driving voice and drive positive change. Focus on quality over quantity in content creation and community engagement. Measure and analyze performance to refine your approach over time. With patience and commitment, one can enhance their expertise and positively impact their industry on social media.

## **Week 7 (8%):**

Modelling for Business Process Improvement is a critical task for service system design and improvement.

Describe how Business Process Improvement methods work. (Half page)

Business Process Improvement (BPI) methods play a crucial role in the design and enhancement of service systems. They aim to identify inefficiencies, bottlenecks, and areas for improvement within a business process, ultimately leading to enhanced productivity, cost savings, and customer satisfaction.

BPI methods typically involve a systematic approach to analyze, optimize, and redesign business processes. Here's a high-level overview of how these methods work:

1. Process Mapping: The initial phase of business process improvement involves creating a visual representation of the existing workflow. This entails diagramming the series of tasks, decisions, and interactions that comprise the process. Process mapping aids in identifying unnecessary steps, bottlenecks, and other inefficiencies within the procedure. By documenting the current state in a process map, areas for optimization can be readily pinpointed. This foundational exercise sets the stage for subsequent efforts to redesign elements of the workflow to enhance efficiency, reduce costs, and improve customer experience or other business outcomes.
2. Process Analysis: Upon mapping the process, a thorough analysis is undertaken to pinpoint areas for improvement. This analysis could include gathering metrics, conducting interviews, and examining performance indicators. The objective is to determine the fundamental reasons for such problems as backlogs, mistakes, or superfluous stages.
3. Goal Setting: Upon completion of the analysis, specific improvement objectives are established. These objectives must align with the overarching aims of the organization and should seek to remedy the issues found within the processes under review. Potential objectives may target decreasing cycle duration, enhancing quality levels, or bolstering the customer experience.
4. Solution Design: Business process improvement methods involve generating and assessing potential resolutions to address identified process issues. Solutions may include reengineering workflows, incorporating automation, expediting flowpaths, or adopting innovative technologies. The design phase centers on developing an enhanced future state that is more efficient and effective than present operations.
5. Implementation and Monitoring: Once the solution is designed, it is implemented into the business process. This may involve training employees, updating standard operating procedures, and deploying new technologies. Monitoring and evaluation mechanisms are put in place to track the effectiveness of the implemented improvements.
6. Continuous Improvement: Business Process Improvement (BPI) methodologies focus on continual betterment. Following implementation, the process is consistently monitored, and feedback is gathered to recognize additional chances for optimization. This iterative methodology guarantees that the process stays efficient and aligned with evolving business requirements.

### What should your models show to assure business value realization? (Half page)

When it comes to assuring business value realization in the context of modeling for Business Process Improvement (BPI), there are several key elements that models should depict. These elements help organizations ensure that the BPI initiatives align with their strategic goals and deliver tangible benefits. Here's what your models should show to assure business value realization:

1. **Current State Analysis:** Your models should provide a clear representation of the existing business processes, identifying bottlenecks, inefficiencies, and pain points in the current workflow. This analysis helps pinpoint areas where improvements can have the most significant impact. Techniques such as process mapping and Value Stream Mapping are commonly used for this purpose.
2. **Process Performance Metrics:** It is recommended that the models incorporate key performance indicators (KPIs) and metrics that can evaluate the effectiveness and efficiency of the processes. Potential metrics may involve cycle time, throughput, error rates, and customer satisfaction ratings. Illustrating current capability levels sets a baseline for enhancement.
3. **Proposed Process Enhancements:** Your models should depict the proposed changes or enhancements to the business processes. This could include changes in workflow, resource allocation, technology integration, or any other strategies designed to optimize the processes. Utilizing Business Process Modeling Notation (BPMN) or other process modeling tools can be helpful in this stage.
4. **Simulation and Validation:** To ensure the proposed enhancements will deliver the expected business value, models should incorporate simulation and validation. This step involves running scenarios to understand how the changes will impact performance and using data to validate the expected improvements. Software tools like Arena, Simul8, or AnyLogic are useful for process simulation.
5. **Business Impact Assessment:** Your models should also estimate the anticipated business impact of the proposed changes. This includes financial projections, ROI calculations, and a cost-benefit analysis. Demonstrating the potential return on investment is crucial for decision-makers to approve process improvements.

**BPMN 2.0 - Business Process Model and Notation:** The official website for BPMN, which is a widely used notation for modeling business processes.

By comprehensively accounting for relevant internal and external elements within one's modeling approach and effectively leveraging accessible assets, an organization can more predictably attain worthwhile outcomes through the successful optimization of key operational procedures. A disciplined methodology that considers all pertinent influences alongside the strategic use of existing resources frequently results in enhanced business performance resulting from increased efficiency or productivity in important processes.

## Week 8 (8%):

There are many standard services frameworks that act as service reference models.

Why are these models so complex and confusing? (Half page)

Standard IT service frameworks like ITIL (Information Technology Infrastructure Library), COBIT (Control Objectives for Information and Related Technologies), and TOGAF (The Open Group Architecture Framework) can seem intricate and perplexing to some. Various elements contribute to their sophistication:

1. **Comprehensive Coverage:** The service management framework offers a comprehensive approach to service management, governance, and architecture. They encompass a wide range of processes, practices, and guidelines, which can be overwhelming for those unfamiliar with them. However, with study and experience, practitioners will find that the frameworks provide a valuable body of knowledge for establishing and maintaining quality services across organizations.
2. **Evolution Over Time:** Several enterprise architecture frameworks have been developed over multiple decades and have undergone various revisions to align with evolving technologies and business processes. As these frameworks have progressed, additional complexity and specialized vocabulary have been incorporated, potentially making it difficult for new users to easily understand the full scope of the frameworks.
3. **Interdisciplinary Nature:** Enterprise service management frameworks require expertise across IT, business administration, governance, and security due to their interdisciplinary nature. These frameworks aim to provide comprehensive service management by integrating concepts from diverse domains, creating complex networks of interdependent elements. Successfully navigating these all-inclusive frameworks demands expertise spanning organizational boundaries. With cross-functional collaboration, holistic models can optimize an enterprise's service delivery and operations.
4. **Specific Jargon:** Each framework has its own terminology and jargon, which may not align with common language. Learning and using this specialized vocabulary can be a barrier for individuals unfamiliar with the terminology.
5. **Varied Adoption and Customization:** Organizations may adopt these frameworks differently, customize them to their unique needs, and implement only select components. This variation in adoption and adaptation can lead to differences in how the frameworks are perceived and applied, adding to the confusion.
6. **Lack of Clear Guidance:** Some frameworks may not provide straightforward, step-by-step guidance for implementation. They offer principles, best practices, and guidelines, which require interpretation and adaptation, leading to varying interpretations and implementations.
7. **Perception and Miscommunication:** Some frameworks have gained a reputation for being complex due to misperceptions from lack of knowledge. Without proper instruction and guidance, misunderstandings can arise that exaggerate their difficulty. Communicating opinions without direct experience and having insufficient preparation also contribute to misguided views of their nature. However, with clear explanation and support, such frameworks can be understood as manageable.

### How is ITIL used to ensure technology services satisfy a customer? (Half page)

The Information Technology Infrastructure Library (ITIL) is a widely adopted framework for managing IT services. ITIL provides organizations with a structured methodology for delivering technology services in a manner that supports business objectives and improves customer satisfaction. It guides the design and implementation of technology services to satisfy customers by aligning delivery with strategic goals and continuously enhancing the customer experience:

1. **Service Strategy:** ITIL helps organizations align their technology services with business objectives by defining a clear service strategy. This includes identifying customer needs and market opportunities, understanding the competitive landscape, and developing a service portfolio that caters to customer demands.
2. **Service Design:** ITIL places strong emphasis on designing technology services with the goal of fulfilling customer requirements. It offers guidance around establishing service level agreements (SLAs), outlining service catalog items, and guaranteeing that services are dependable, protected, and scalable to align with customer expectations.
3. **Service Transition:** ITIL assists in ensuring a smooth transition of new or modified services into the production environment. This phase involves change management, release management, and configuration management to minimize disruptions and ensure that the changes align with customer expectations.
4. **Service Operation:** ITIL places a strong emphasis on the day-to-day management and operation of IT services. It provides best practices for incident management, problem management, and continuous monitoring to quickly identify and address issues, thus minimizing service disruptions and ensuring customer satisfaction.
5. **Continuous Service Improvement (CSI):** ITIL promotes a culture of continual improvement in IT services. Through the CSI phase, organizations gather feedback from customers, measure performance against established metrics, and make necessary adjustments to enhance services, ensuring that they continue to meet evolving customer needs.

[ITIL Official Site](#): The official website for ITIL, where you can find official guidance, resources, and information about ITIL.

The Information Technology Infrastructure Library (ITIL) framework offers a versatile and structured methodology for managing information technology services. Its principles can be adapted across multiple industry sectors to help ensure technology solutions meet and surpass customer needs and objectives. ITIL provides an organized approach focused on continuously delivering high-value services that are aligned with business goals. By applying ITIL's guidance, organizations are better equipped to leverage technology resources in a way that enhances customer satisfaction and overall success.

## Week 9 (8%):

Standardized modelling of services assures consistency and interoperability of service systems.

Describe how TOGAF models management requirements. (Half page)

The Open Group Architecture Framework (TOGAF) is an enterprise architecture methodology adopted by many organizations. It provides a standardized approach for designing, planning, implementing, and managing IT systems and business operations. TOGAF features models and templates to ensure consistency across architecture components. Management aspects are addressed through core models and deliverables, including those that overview how architectural modeling meets management needs:

1. **Business Architecture Model:** TOGAF's Business Architecture model defines a company's strategy, goals, and objectives. It determines management structure and governance, including decision making. Aligning business goals with management structure and processes clearly outlines management requirements. The model directly connects business strategy and goals to daily management structure and operations. This helps ensure everyone understands management needs for business success.
2. **Information Systems Architecture Model:** This document establishes requirements for core business technology and information management. Requirements address managing technology resources, data administration, sensitive data protection, and compliance with relevant regulations and standards. The goal is to validate that appropriate technology solutions and management protocols exist to enable strategic goals and support ongoing operations securely and compliantly. Proper implementation of these specifications helps validate leadership's ability to leverage technology to create value.
3. **Technology Architecture Model:** The TOGAF Technology Architecture model provides an in-depth examination of the technical infrastructure necessary to support organizational information systems. Areas explored include hardware, software, networks, and security. Management necessities are satisfied by outlining the governance and administration procedures for the technology stack, guaranteeing alignment with organizational objectives.
4. **Capability and Value Stream Models:** The TOGAF standard outlines an organization's core competencies and value creation through models. These models help determine the skills, workflows, and assets needed to oversee and optimize competencies. Associating leadership duties to competencies and processes helps ensure enterprises have the right people and procedures to efficiently deliver value.
5. **Governance and Compliance Models:** The TOGAF standard underscores the significance of governance in directing architecture and aligning with organizational objectives. It offers templates for governance frameworks, delineating roles and accountabilities, and establishing conformity benchmarks. These models assist with ensuring leadership demands are satisfied through formalized governance procedures.
6. **Service and Component Models:** The TOGAF architecture framework defines the services, components, and dependencies within service systems using service and component models. These models capture management needs such as service-level agreements, performance monitoring, and service lifecycle management. Requirements for service targets, metrics collection, and lifecycle transitions are represented in the models to facilitate administration and oversight.

The Open Group Architecture Framework (TOGAF) provides organizations with comprehensive models and documents to strategically address leadership needs. By aligning business goals, technology capabilities, and oversight, TOGAF helps ensure harmony and interoperability across services. This standardized yet adaptable approach facilitates alignment of enterprise architecture with mission. It reduces inefficiencies, costs, and expedites business value delivery through IT.



### When and how are project management models used to improve services? (Half page)

Project management methodologies provide structured frameworks and processes that facilitate planning, execution, and oversight of projects. These approaches are impactful in improving services through the following key elements:

1. **Strategic Alignment:** Project management models can align initiatives with organizational objectives and priorities. Selecting initiatives directly contributing to outcomes around service improvement better aligns services to the core mission. A framework emphasizing initiative selection based on potential impact and relationship to key goals ensures efforts are coordinated to maximize enterprise value.
2. **Efficient Resource Allocation:** Our organization strategically allocates resources through modeling and analysis to optimize service improvement initiatives. Predictive analytics and demand forecasting help align human capital, funding, and materials with each project's specific needs throughout its lifecycle. This data-driven, analytical resource management approach aims to maximize efficiency and minimize waste by continuously enhancing services through appropriate, needs-based resourcing.
3. **Risk Management:** Project management methodologies provide tools for recognizing, evaluating, and counteracting risks. Through effective risk management, services can be enhanced with reduced disruptions or unforeseen problems.
4. **Quality Control:** Our models undergo rigorous quality control procedures to ensure that our services consistently meet or exceed the expected standards. Continuous monitoring and measurement play a crucial role in driving ongoing service improvement.
5. **Timely Delivery:** Project management models prioritize time management, scheduling, and progress tracking to ensure timely completion of service improvement projects, resulting in expedited enhancements in services and overall project outcomes.
6. **Stakeholder Engagement:** To improve services, successful project management models prioritize stakeholder engagement and communication. This involves actively engaging customers, teams, and management in the project to gather valuable input, feedback, and support from all relevant parties.

Additional resources are available to learn more about the utilization of project management models to enhance services. Please refer to the following links for further information:

1. [Project Management Institute \(PMI\)](#)
2. [ITIL - Information Technology Infrastructure Library](#)
3. [PRINCE2 - Projects IN Controlled Environments](#)

Exploring these resources can enhance comprehension of applying project management models to enhance services and ensure consistency and interoperability in service systems.

## **Week 10 (8%):**

INFS604 has four Learning Outcomes. Go to the Descriptor in Canvas and say how you have achieved.

(1 Page)

### 1. *Apply suitable tools and methods in service-based systems analysis and modelling:*

Throughout the course, I acquired a comprehensive understanding of the diverse range of tools and methodologies utilized in the analysis and modeling of service-based systems. This encompassed the development of proficiency in the utilization of enterprise architecture frameworks and software services modeling tools. Furthermore, I gained a deep comprehension of the significance of service standards and the crucial role they play in defining service boundaries and clusters. Armed with this knowledge, I was able to proficiently construct service-based system architecture models, ensuring their effectiveness and efficiency.

Moreover, the course also delved into the realm of Quality of Service (QoS) modeling and the exploration of cloud service models such as Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS). These invaluable tools and methodologies have significantly enhanced my ability to effectively analyze and model service systems, guaranteeing their optimal performance and quality. By leveraging these techniques, I am now equipped with the necessary skills to tackle complex service-based system challenges with confidence and precision.

### 2. *Apply suitable tools and techniques in service interface validation and quality analysis.*

Through recognizing the significance of service interface validation and quality analysis, I successfully attained my intended learning objectives. I developed proficiency in assessing service interface quality and utilizing validation tools, thereby enhancing my knowledge and skills in this domain. Employing various techniques, including evaluating user experience levels, and scrutinizing service interfaces, I ensured that the services adhered to the necessary quality standards. Consequently, I made valuable contributions towards improving service interfaces and overall service quality.

The attainment of this learning outcome was facilitated by acknowledging the significance of service interface validation and quality analysis. A thorough comprehension of these principles empowered me to acquire the essential expertise and abilities to evaluate the quality of service interfaces and utilize appropriate validation tools. Through the application of techniques such as assessing the user experience and scrutinizing service interfaces, I ensured that the services adhered to the necessary quality standards. Consequently, I actively contributed to the enhancement of service interfaces and the overall quality of the provided services.

### 3. *Analyse, model and re-engineer business processes and user experiences in using digital services.*

The achievement of this outcome was made possible through the acquisition of a deep understanding and proficiency in the analysis and modeling of business processes and user experiences within the realm of digital services. By honing my skills in this area, I became adept at identifying areas within these processes that needed improvement. This allowed me to effectively re-engineer these processes, resulting in enhanced user experiences.

To accomplish this, I utilized a range of tools and methodologies that are specifically tailored to the unique demands of digital services. These tools and methodologies enabled me to optimize these processes, ultimately leading to more favorable outcomes. In today's digital-driven world, where businesses are constantly striving to improve their services and provide exceptional user experiences, possessing this skill set is of immense value. It equips me with the ability to contribute to the ongoing evolution and enhancement of digital services, ensuring that businesses remain competitive and meet the ever-changing needs and expectations of their users.

4. Utilise different infrastructure services in designs and analyse different service models and their impact in offering these services.

Throughout the course, I acquired valuable skills in effectively utilizing diverse infrastructure services and evaluating the consequences of employing different service models on service provisions. This newfound knowledge has empowered me to adeptly select the most suitable infrastructure services for specific design requirements. Moreover, I gained a comprehensive understanding of how distinct service models, including Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS), significantly impact the delivery of services. This profound comprehension has played a pivotal role in enabling me to make well-informed decisions regarding infrastructure services and service models while designing and providing services to end-users.

By immersing myself in the course, I honed my expertise in effectively leveraging a wide range of infrastructure services and comprehending the implications of employing different service models on service offerings. This newfound proficiency has equipped me with the capability to meticulously select the most appropriate infrastructure services tailored to specific design requirements. Additionally, I developed a comprehensive understanding of how diverse service models, such as SaaS, PaaS, and IaaS, intricately influence the delivery of services. This profound comprehension has been invaluable in facilitating informed decision-making processes concerning infrastructure services and service models when designing and delivering services to end-users.

==> The accomplishments I have attained demonstrate my proficiency in fulfilling the learning objectives of the INFS604 course. I have successfully acquired the necessary skills and knowledge that are essential for excelling in the realm of service-based systems and architecture modeling. With utmost confidence, I am ready to apply these competencies in practical scenarios within this field. These achievements serve as a testament to my capability in effectively utilizing the acquired skills and knowledge to contribute to the development and implementation of service-based systems and architecture modeling.

### **ArchiMate Model (10%)**

Mum's Cake store you modelled in Check point Portiolio 1, liked the work you did but now wants to further develop and improve their business processes. Mum wants to use data analytics to improve customer services and to push out a new mobile app where customers can do all their shopping online, get specials and product information, and interactively be guided around the physical shop. Use the full ArchiMate design tool with the six layers (Strategy, Business, Application, Technology, Physical Technology, and Implementation), and the four Aspects (Passive, Behavioural, Passive, and Motivation) to model the requirement. Take your previous model and add the new features. (2 Pages)

