Week4 Industry Review

In this industry lecture, selling strategies were briefly talked by Murray Davies, who is from the CA Technology. He mainly shared some of his previous experiences, which related to the strategies of making business deals with the Australian government departments. Mastering the "nature of people", knowing policies and procedures of an institution, and preserving the leadership among a team or company, are the keys to acquiring a chance of order executions from the government. The points he told can also be applied to other circumstances.

For the nature of people, design thinking is the most appropriate scheme. The problem solution emerges the human needs with technologies [1]. Also, such as the risks of a project are need to be informed to clients in advance, Murray mentioned. The trust relationship between clients and services providers benefits the likelihood of successful sales [2]. Apart from the professional solutions, competency and ethics of an engineer are revealed during the deals. To get familiar with clients' requirements, before the conversations, the general information should be prepared. Such as disciplining the procedure of some institutions and knowing the work of clients. They are relevant to "Hear", "See", "Think and feel", "Say and do", the components of the Empathy Map strategy [1], which is used to make a business model. Murry also said the team argument for a solution, should be avoided in front of clients. As a qualified developer in computing science, this situation can be solved by using Agile or Waterfall teamwork scheme, because they both set goals at an early stage, either in exploration or concrete [3]. Meanwhile, for the professional and personal contributions in the competency of engineering, a team should have effective group management skills, such as the leadership in solving such confliction.

Currently, one of my course called Software Construction, it has a group-work assignment. Our requirement is making an Android game, but the teacher has no clear mark scheme, the Android skills are in learning progress, and we are 3-people group. To get a good mark and avoid confliction after getting mark, Agile can be our choice.

References:

[1]N. M. C. Valentim, W. Silva, and T. Conte, "The Students' Perspectives on Applying Design Thinking for the Design of Mobile Applications." pp. 77-86.

[2]D. Johnson, and K. Grayson, “Cognitive and affective trust in service relationships,” Journal of Business Research, vol. 58, no. 4, pp. 500-507, 2005/04/01/, 2005.

[3]A. B. M. Moniruzzaman, and S. Hossain, Comparative Study on Agile software development methodologies, 2013.