Schedule:

08/14(Tue)18:00

Catalog submission deadline **3.【STM12】Catalog Design Format.ods (/cfs/files/files/QPZZY2JafHHMvEaH5?download=true)**

※ After submision please start revising catalog according to feedback, and submit improved version along with implementation submission.

08/15(Wed)-08/20(Mon)

Implementation, review catalog with mentordemo with mentor, get improvement suggestion

08/21(Tue)-08/24(Fri)

Final chance for demo, get pass for this assigment.

Keep in mind the final deadline for the solo assignment is 04/27(Fri). The given schedule above is a suggestion. Please proactively design your own schedule to aim finishing within 2 weeks.

■What is Catalog?

Please imagine a pamphlet of a car or a camera.
Good pamphlet makes you want to buy the product because it includes information like purpose, merits and functions.

ex.) Camera

- Purpose: You cannot take a photo at night with the same quality as in the daytime.
- Merits: You can take a beautiful photo at night.
- Functions: The camera has the auto flash adjustment function.

Our product is ERP(Enterprise resource planning) package system that supports daily works of employees from large-scale enterprises.Terefore, unlike car or camera, we need to cover wide range of different purposes, workflows and users. However, Catalog design sheet of Works Applications wants to achieve the same thing as the pamphlet.

- Purpose: What kind of problem you want to solve?
- Merits: What kind of merits you can provide by buying this system?
- Functions: What are the technical evidences that can make the merits happen?

There is no difference between consumer product and enterprise system in terms of how to attract the users. If there is no merits that the users can understand, you cannot make them buy it.

■Business assumption

Work sheet: **1.【STM12】Business assumption.ods (/cfs/files/files/9DtBxhLue6fbiRyjD?download=true)**

First step of Catalog design is to make assumptions of users' business.
In this process, you should dig down the work flows of targeted department or field with hypothesis.

Here is the suggested thinking process.

1. Make hypothesis on how the work of targeted field starts and how it ends.

2. Make hypothesis on the every workflow between the star and end.
3. Make hypothesis on who is doing what kind of operations in every workflow.

The output for this process is a clear map or chart that shows the targeted field's workflow and what are the roles and operations of each role.
The detailed the output is the easier you can find issues. The more issues you can find, the better you understand the targeted business.

■Finding bottlenecks

Work Sheet: **2.【STM12】Business Operation & User Analysis.ods (/cfs/files/files/ga6nF44AJJq38mmvg?download=true)**

When you are making the business assumption, did you find some questions or bottlenecks?
If you can see bottlenecks in a specific business scenario and a specific person in charge, you can be confident that you dig the business assumption deep enough.
If you cannot find the bottlenecks, it means you have not made the assumption detailed enough, so you need to go back the previous process with different hypothesis.

■Understand and analyzing users' operation

Work Sheet: **2.【STM12】Business Operation & User Analysis.ods (/cfs/files/files/EE6GjvzoDLvp3HCRb?download=true)**

Spotting the bottleneck as detailed as who is in charge in what kind of business scene and making hypothesis on the solution is what you are going to do on this step.

First list out all existing persons in charge in the work flow you made at the business assumption phase.
Sometimes one person is in charge of more than one role.
Therefore please list up the details in the unit of "user" first and then list up all operations that person have. You can utilize the user profile format in the work sheet to do this.

Expectations/needs should the other side of the bottlenecks.
But at the same time depending on the user, it is normal there might be no bottlenecks or needs.
The point is you should make all the bottlenecks and needs clear in the work flow by the steps above.

Let's think about the solutions based on the needs you found and list them up.
Keep in mind that there are needs which can be solved by software and which cannot.
You only need to be focusing on the needs/bottlenecks that can be solved by software here.

■Outline the ideal

Work Sheet: **2.【STM12】Business Operation & User Analysis.ods (/cfs/files/files/EHWHK2B9vHDD8shy3?download=true)**> The ideal of business operations

Once you decided the needs and bottlenecks to work on, let's start outlining what the operation should be done ideally when the bottlenecks are solved.
The steps and work sheets list above is a thinking process as the preparation to write the "Catalog design".
Making business assumption and understanding the users' operation is essential to write a catalog that has merits to the users, but itself is not the goal.
During the STM this part is not going to be evaluated. "Catalog Design" itself will be evaluated as the output of the training.

However, please keep in mind if your business assumption is too naive and analysis on users' operation is too shallow, your catalog is going to be lack of purpose, merits and functions.

Hypothesis > Research
In this catalog training during STM training your skill to make hypothesis by your own is one of the main purposed. Therefore, if your hypothesis makes sense in the scenario in your business assumption it is alright even there are some assumptions that are slightly different from actual situation.

If you start with a through research, the time is not enough and you will be easily biased by the existing facts, which will make you difficult to come up with your own idea.

■How to write the "Catalog Design"?

Works sheet: **3.【STM12】Catalog Design Format.ods (/cfs/files/files/EmA7D9fERSQuTu3zM?download=true)**> Catalog format

Chapter1: Outline of your software

It is important to write what kind of product your software is in words that your users will understand at this part.At the same time you should show your thinking process to reach this software clearly.

What is the feature of <*the name of your software>?

1. Please name your software and put into the <>.
2. Please summarize your software into the 3 points.
    - Field（What kind of business could be covered?）
    - Problem（What kind of problem occurred during daily work?）
    - Solving problem（How will the software solve the problem?）

!Check Points!
You should include the contents that are different from ordinary software or the contents that you have the passion to appeal to the users into the summary.

Merits

1. Summarize the merits that your software can bring.
2. Answer the following questions regarding the mertis.
    - What kind of work could be effect on?
    - Who will benefit from it?

!Check Points!
“Who are you trying to make happy in what business scenario?”
This question is very important when you write the merits. If you cannot answer this question, usually the merit is vague and unclear.

Chapter2: Descriptions of each “Merit” and “How to achieve”.

You should describe what kind of functions you are going to implement to make the merits happen.
Usually one merits require more than one function. Please list the functions for each merit.

For example, in order to generate a merit, a series functions such as input, edit, delete and display of information are needed.

1. Write down the title of each merit you have listed at the Chapter1.
2. Write down the title of each functions to support the merit.
3. Describe the details who to implement the functions.
4. Input “yes/no” in the “implementation” column considering the time restriction.
5. Input “A/B/C” into the “Priority”
6. Input the approximate amount of hour for implementation in the “Estimated Time”

!Check Points!
Even the merits are attractive if there are no concrete plan for realizing them it is meaningless. Please consider the time restriction and commit to the functions you decided to implement. If you have any concern on time, please consult with your mentor or STM managers.

■Other requests

Check before submission
Work sheet: **4.【STM12】Catalog Check Sheet.xlsx (/cfs/files/files/KJQMWFNoXTctSsqxp?download=true)**

Before you set a review with your mentor please self-check first. You can find the very basic checking points on the work sheet.

Mark your improvements
Works sheet: **3.【STM12】Catalog Design Format.ods (/cfs/files/files/5pb4bdw5SH2YcGvfv?download=true)**> Improvement Content List

When you got inspiration on improvements especially during the review please write down the countermeasure on the **“Improvement Content List”** and set the deadline for it at the same time.
When you have next review you should write the correspondent actions in the “result” section beforehand so that your mentor will know where to start with.

■Message to STMer

We repeatedly emphasize the importance of the “merits” in this training because we know how difficult it is to keep merit based thinking on the process to deliver a real software to a real customers.

Facing the real needs of real customers we will often need to make compromise between what you can implement technically and what is the ideal.
Because of this we want you to practice the merit based thinking before you will be assigned into each team after you graduate from the STM.

Good Luck!!