

# Assignment 2

## Mobile Strategy & Mobile Value Proposition

### Specifications:

This is an **individual** assignment which constitutes **25%** of your total marks for the module.

You are required to identify a business scenario where mobile innovation can provide value to the organization. You will then develop a cross platform mobile solution to demonstrate your value proposition.

#### Example 1:

**Problem:** SME Company finds organizing paper documents, bills, receipts and physical business cards a chore.

**Mobile Value Proposition:** My mobile solution *mExpense* helps businesses to digitize receipts and business cards and group them into expenses and contacts. The employees will be also be able to easily search for invoices and business leads using the mobile app. Business process is streamlined as managers can approve expenses such as transport claims.

#### Example 2:

**Problem:** ABC Company finds it difficult to have an overall view of each employee sales performance.

**Mobile Value Proposition:** My mobile solution *mSales* helps businesses to simplify the performance and appraisal process. The CEO and sales manager can track his team's weekly sales goal. Business intelligence in the form of charts and dashboard will be provided to visualize the performance and goals which will automatically be translated to bonus payouts.

## Deliverables:

Item	Due Date
Grading sheet	<b>Week 14</b> Sunday 23:59 <b>before the presentation.</b>
Presentation slides Project source code Video & Poster	<b>Week 15/16</b> Sunday 23:59

Marks will be deducted for late submission.

## Presentation

**Presentation** of assignment is on **Week 15/16**. Absence without valid reason for the scheduled presentation slot will render the student 0 marks for presentation. Each student will be given 5 minutes to present & demo.

## Video & Poster

- The video is a screencast of your mobile solution with narration.  
Example: <https://www.youtube.com/watch?v=l8EY2ZcmY08>
- The poster is a marketing flyer with screenshots, brief information, features and selling points of your mobile solution. Example:



## Mobile Strategy & Mobile Value Proposition Assignment

# Grading Sheet

<b>Name:</b>	
<b>Admin Number:</b>	
<b>Module Group:</b>	

### Marking Criteria:

	Component	Weightage	
1	Mobile Value Proposition	10 marks	
4	User Experience (UX)	20 marks	
3	Technical Competency	50 marks	
4	Video & Poster	10 marks	
5	Presentation	10 marks	
	<b>TOTAL</b>	<b>100 marks</b>	

## 1. Mobile Value Proposition (10 marks)

Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory
Stated the problem clearly and provided clear evidence for undertaking the proposal.	Stated the problem well and provided good evidence for undertaking the proposal.	Stated the problem fairly well and provided some evidence for undertaking the proposal.	Problem statement not clearly stated, and more evidence is needed for undertaking the proposal.	Problem statement is lacking, and evidence does not support the undertaking of the proposal.
Solution address the challenge/needs of users effectively with useful content and innovative and unique features.	Solution address at least 80% of the challenge/needs of users effectively with useful content and at least one innovative and unique feature.	Solution is relevant to the challenge/user needs with useful content and features.	Solution is somewhat relevant to the challenge/user needs.	Solution is not relevant to the challenge/user needs.

[Student] Provide short write-up of your proposed mobile use case:

**Problem:**

**Mobile Value Proposition:**

[Tutor] Provide comments of proposed mobile use case:

## 2. User Experience (20 marks)

Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory
Have an intuitive and informative global navigation with well-organized content. Users can easily accomplish their task.	Have an informative global navigation with well-organized content. Users can accomplish their task without much difficulties.	Have a global navigation with organized content. Users can accomplish their task most of the time without guidance.	Have a global navigation. Content is unorganized. ; Users can accomplish their task moderately.	Do not have a global navigation. Unorganized content. Users have difficulties in accomplishing their task.
Intuitive interaction to access features available with good visual feedback.	Intuitive interaction to access features available with some visual feedback.	Contains some interactive features. Provides some visual feedback	Contains some interactive features. Lack of visual feedback	No layout consideration. No interactive feature.
High readability (e.g. good/resizable font size and colour consideration)	High readability (e.g. good font size and colour consideration)	Most of the content are of good readability (e.g. good font size and colour consideration);	Most of the content are of good readability (e.g. good font size and colour consideration);	Content is presented with no consideration of readability.

<p>[Student] Provide short write-up of your mobile app user experience:</p> <p><b>Intuitive user experience with good visual feedback:</b></p>	<p>[Tutor] Provide comments of user experience:</p>
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### 3. Technical Competency (50 marks)

Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory
Implemented a complete solution with all features implemented to add value to the user.	Implemented at least 80% of the solution with useful features implemented to add value to the user.	Implemented at least 60% of the solution with some features implemented to add value to the user.	Failed to implement a complete solution. Lack of features that can add value to the user.	Failed to implement a working solution or show any features that can add value to the user.
Integrate successfully with mobile backend (e.g. firebase, web server) to perform CRUD operations. Retrieves and update unstructured data such as images and documents.	Integrate successfully with mobile backend (e.g. firebase, web server) to perform some CRUD operations.	Integrate most parts of the app with mobile backend (e.g. firebase, web server) to perform some CRUD operations.	No integration with mobile backend. Mobile app is mostly static without any interactive features.	No integration with mobile backend. Mobile app is static without any interactive features.
Successfully implemented a highly challenging function which enhances the usability.	Successfully implemented a somewhat challenging function which enhances the usability.	Implemented parts of a challenging function.	Implemented parts of a challenging function.	No motivation to implement any challenging function.
Is resourceful to complete tasks with minimal	Is resourceful to complete tasks with minimal	Make some effort to look for online resources to help	Make some effort to look for online resources to help	No motivation to look for resources.

Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory
guidance. Make effort to look for online resources to help in solving technical challenge.	guidance. Make some effort to look for online resources to help in solving technical challenge.	in solving technical challenge.	in solving technical challenge.	

[Student] Provide short write-up of your technical competency:

**Distinctive feature:**

**Most challenging function:**

**Mobile backend integration:**

**Resourcefulness & self-learning points:**

[Tutor] Provide comments of technical competency:

#### 4. Video & Poster (10 marks)

Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory
Video illustrates solution exceptionally with appropriate business flow and narration.	Video clearly illustrates solution with appropriate business flow and narration.	Video explains some parts of the solution and business flow.	Video fails to explain the solution and business flow.	Unable to deliver a video with the minimal content.
Poster is attractively designed and highlights the solution for the business scenario.	Poster is attractively designed and highlights the solution for the business scenario.	Poster is attractively designed and highlights the solution for the business scenario.	Poster is attractively designed and highlights the solution for the business scenario.	Poster is attractively designed and highlights the solution for the business scenario.

[Tutor] Provide comments of video & poster:

#### 5. Presentation (10 marks)

Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory
Presenter is poised, uses clear articulation/volume; shows good enthusiasm; effectively explains content-specific terms and concepts, always speaks in	Presenter uses clear articulation; enthusiasm shown; uses content-specific terms and concepts, speaks mostly in	Presenter uses monotone with limited enthusiasm; articulation is confusing at times; uses mostly general terms and may	Presenter articulation is not clear; does not use content-specific terms and rarely speaks in complete sentences.	Presenter is absent without justification or shows no interest with no preparation for the presentation.

Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory
complete sentences that are easy to understand and follow.	complete sentences and is easy to understand and follow.	not speak in complete sentences.		
Q&A: Able to respond confidently and completely to questions asked. Answers are relevant, well thought out and elaborated on with examples.	Q&A: Able to respond to questions asked. Answers are relevant and elaborated on.	Q&A: Have difficulty responding to some questions asked. Answers are relevant but needs more elaboration.	Q&A: Unable to response relevantly to most of the questions.	Q&A: Unable to response relevantly to any of the questions.

[Tutor] Provide comments of presentation:

~ End ~