# Mobile Strategy & Mobile Value Proposition Assignment (25%) Grading Sheet

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| **Module Group:** | IT2656-01 |

**Marking Criteria:**

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|  | **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 |  |
|  | TOTAL | 100 marks |  |

## Mobile Value Proposition (10 marks)

| **Excellent** | **Good** | **Satisfactory** | **Needs Improvement** | **Unsatisfactory** |
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| 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. |

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| [Student] Provide short write-up of your proposed mobile use case:  **Problem:**  In any company, staff in general tend to be very unproductive. They are either ineffective, inefficient, or both. ABC Company is observed to be struggling in this problem.  In ABC Company,   1. A staff is tasked to type out reports from physical documents. He/she spends 80% of their work time from just typing alone. 2. Majority of the businessman are unaware of current news, and are unable to keep with current economic trends, especially Singapore news. 3. The staff attendance rate is bad. Most of the staff arrive late, especially during rainy days.   **Mobile Value Proposition:**  Titled: StaffCorps.  To help ABC company, my PWA website aims to increase staff productivity by providing the basic IT solutions to help tackle the mentioned problems.  Value Proposition:   1. Optical Character Recognition (OCR). Spend less time typing out reports by just converting image to text. 2. View Latest & Existing News. Read-up on today’s top-headlines. Search up topic related news. 3. Realtime Singapore Weather & Road Traffic Reports. View the current weather and real-time road traffic to schedule your day. |
| [Tutor] Provide comments of proposed mobile use case: |

## User Experience (20 marks)

| **Excellent** | **Good** | **Satisfactory** | **Needs Improvement** | **Unsatisfactory** |
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| 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. |

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| [Student] Provide short write-up of your mobile app user experience:  **Intuitive user experience with good visual feedback:**  User experience/ visual feedback:   1. The homepage informs the user, with icons, what to expect from using the PWA. 2. Page navigation introduces icons to describe the content. 3. Every major content page has a short description about the content. 4. Every major content page has minimum interaction and information, to support readability and usability. 5. Every page has loading features.  Either a skeleton, loading spinner, infinite scroll loading, toast box, or a combination of loading features 6. All buttons are accompanied with a visual feedback.  Either a skeleton, loading spinner, toast box, or a change in content. 7. OCR allows the user to copy their results into clipboard. 8. News, each news article is visually displayed with:    1. An image    2. Title    3. Source name    4. Publish date    5. Redirection to the real source 9. Realtime Singapore information is presented in an interactive canvas.    1. Weather will indicate the place and forecast    2. Road Traffic will indicate the timestamp, real-time image, and location. 10. Profile, editable fields are indicated with an edit icon. 11. Login/Register and profile page have visual feedbacks to inform the user of any unexpected errors. E.g. “Email is taken”. 12. The PWA allows a ‘Dark mode’ preference as an alternative viewing experience. |
| [Tutor] Provide comments of user experience: |

## Technical Competency (50 marks)

| **Excellent** | **Good** | **Satisfactory** | **Needs Improvement** | **Unsatisfactory** |
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| 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 some 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 guidance. Make effort to look for online resources to help in solving technical challenge. | Is resourceful to complete tasks with minimal guidance. Make some effort to look for online resources to help in solving technical challenge. | Make some effort to look for online resources to help in solving technical challenge. | Make some effort to look for online resources to help in solving technical challenge. | No motivation to look for resources. |

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| Provide short write-up of your technical competency:  **Distinctive feature:**  Distinctive features:   1. Optical Character Recognition (OCR)    1. Upload an image. (Must be below 1024KB file size, using free version)    2. Text is produced, if any,    3. Copy to clipboard. 2. View News    1. Today’s News (Aliases: Today/ Latest/ Top-headlines)    2. Everyday News (Aliases: Everyday/ By search)    3. Functionality       1. Retrieves and displays the News in rows.       2. Infinite scrolling 3. Interactive, Realtime Singapore information    1. Get the current weather forecast       1. Will display the area and forecast type    2. Get the real-time road traffic       1. Will display the timestamp and location.       2. Will show a real-life image of the location/road   Miscellaneous features:   1. ‘Dark Mode’ option   **Most challenging function:**  The most challenging function was the development of the OCR page.  Before reading on, I must first mention that during the development of this project, contents in Blackboard from week 13 and above were not yet released. And hence, I had to do a reasonable amount of self-research to produce these features.  With Firebase Storage and OCR.Space API, I had to learn how to operate these APIs.  Using the OCR.Space API in conjunction with Firebase Storage was very tricky due to the nature of the API parameters and that I had to thoroughly understand the usage of Firebase Storage. Allow me to further explain in the next paragraph.  To use any OCR tool, an image must be provided. However, with the OCR.Space API, the parameter requires to give an existing URL for the image. Hence, came the introduction of the Firebase Storage. As Firebase Storage is a platform used to store images and retrieve the download URL, it is uncommon to be used while removing the default access rules and without containing the generated access token. This self-learning journey has taught me how to retrieve the image URL while overcoming the mentioned obstacles. Then with the image URL, the OCE.Space API is used to generate the text and display it visually. To end it off, I had to also adjust the codes to meet my project requirement as my project is constantly overwriting the stored image with a new image for the OCR page, this is for storage space purposes.  Finally, I had to understand and solve the potential bugs incurred during and after development of the OCR page.  However, in general, the challenging functions are any features that related to using any APIs and creating the screen design for it, with backend functions linking the buttons, processes, and services.  **Mobile backend integration:**   * Firebase   + Authentication     - To manage user account authentication   + Firestore     - To store user information   + Storage     - To store user image (png, jpg)   + Hosting     - For live presentation on the phone * HTTP using “@angular/common/http” * OCR.Space API using HTTP (Using free version)   + To convert image to text * News API from newsapi.org using HTTP   + To get “Top-headlines” (Using daily today’s news, based on country)   + To get “Everything” (Using query) * Singapore information from data.gov.sg using embedded iframe tag   + Weather forecast     - To get the area and weather forecast   + Real-time road traffic     - To get time stamp, location, and real-life image   **Resourcefulness & self-learning points:**  From the beginning, I learnt the steps to innovate and brainstorm on ideas. I spend a lot of time thinking of features labelled with “Business Solutions”, then brainstormed from there. Even along the way, the innovation process continues.  In the middle, I used a lot of online resources to help with my PWA development. Online tutorials from articles, documentations, videos, API advertisement. Anything that could be of incentives.  Found many neat APIs, most were too time consuming to learn and implement.  I also found and referred to this cool resource that visually teaches what most ionic tags look like visually: <https://ionicsvelte.firebaseapp.com/>  In the end, though unrelated, spent the remaining project life cycle performing SCRUM iterative process. Where, I distributed my hosted website to friends to help test out and give feedback on its usability, readiness, bugs, and improvements.  In general, I learnt what it felt like to produce a PWA from start to end, then pretending to publish it on the AppStore by hosting in firebase. I also learnt Angular Ionic. |
| [Tutor] Provide comments of technical competency: |

## 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. |

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| [Tutor] Provide comments of video & poster: |

## Presentation (10 marks)

| **Excellent** | **Good** | **Satisfactory** | **Needs Improvement** | **Unsatisfactory** |
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| Presenter is poised, uses clear articulation/volume; shows good enthusiasm; effectively explains content-specific terms and concepts, always speaks in complete sentences that are easy to understand and follow. | Presenter uses clear articulation; enthusiasm shown; uses content-specific terms and concepts, speaks mostly in complete sentences and is easy to understand and follow. | Presenter uses monotone with limited enthusiasm; articulation is confusing at times; uses mostly general terms and may not speak in complete sentences. | 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. |
| 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. |

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| [Tutor] Provide comments of presentation: |

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