

## ASSIGNMENT 2 FRONT SHEET

<b>Qualification</b>	<b>BTEC Level 5 HND Diploma in Computing</b>		
<b>Unit number and title</b>	Unit 06: Managing a Successful Computing Project		
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<b>Student declaration</b>  I certify that the assignment submission is entirely my own work and I fully understand the consequences of plagiarism. I understand that making a false declaration is a form of malpractice.			
		<b>Student's signature</b>	Việt

### Grading grid

P5	P6	P7	M3	M4	D2

**⚙ Summative Feedback:****⚙ Resubmission Feedback:****Grade:****Assessor Signature:****Date:****IV Signature:**



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# I. Research analysis (P5)

In this report, we will analyze the result of research work to figure out the customer's wishes, advantages, and challenges when we do this project. this will influence the decision of the direction and what to do in the next phase of system development. This report will also present the research and planning process for the project.

## 1. Primary research

To lead qualitative research for information, we created a simple questionnaire to collect data and information from persons aged 15 to 25 who are interested in listening to music.

### Interview

According to the interview results in assignment 1, we know that there would be problems during the development phase. We shall proceed with caution and accept the disadvantage in the early phases of the project. The problems that we are going to face will almost likely result in significant rewards in the future, not just for the corporation but also for society as a whole.

### Survey analysis

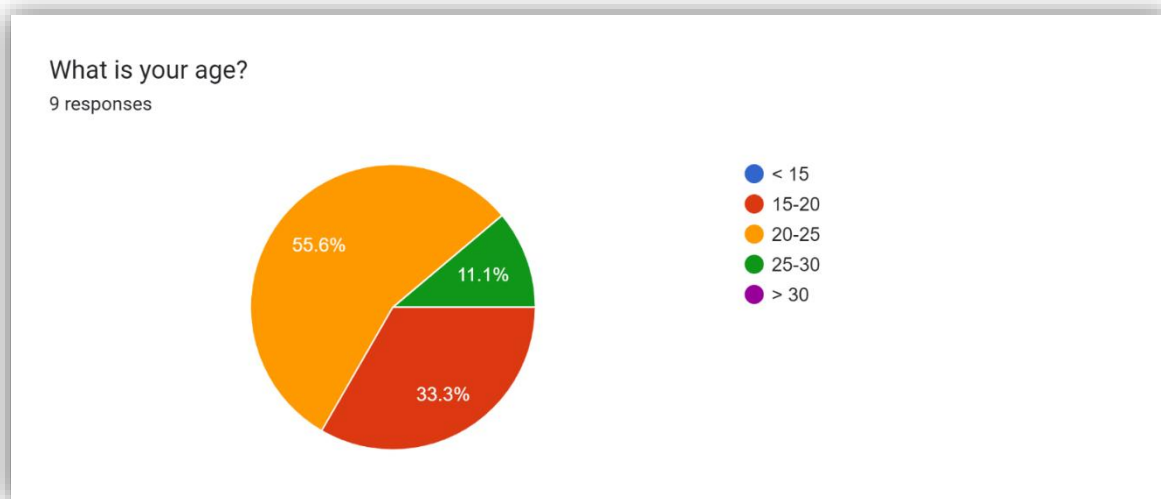


Figure 1. Question 1 in the survey

The main target is people between the age of 15-25.

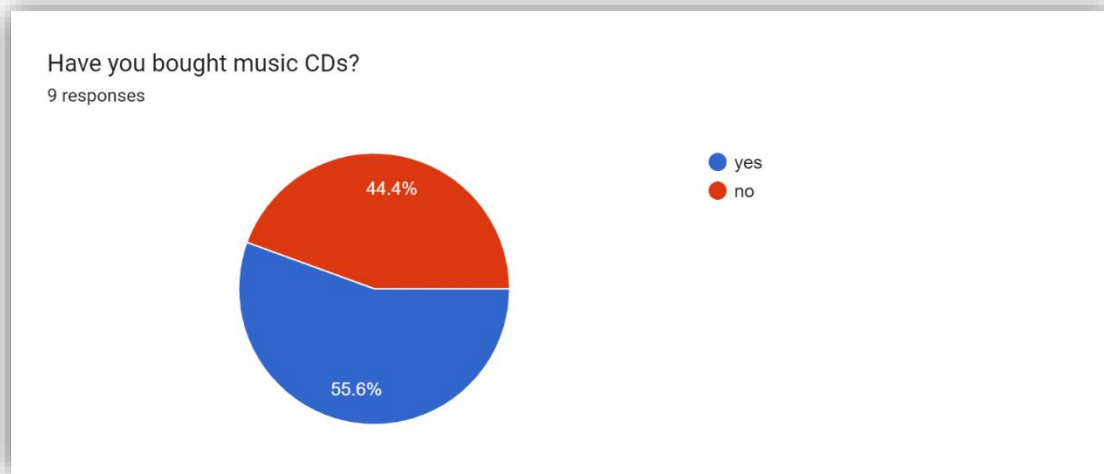


Figure 2. Question 2 in the survey

The result shows that over half of the people have experience using CDs. It will help them in comparison using CDs with listening to music online.

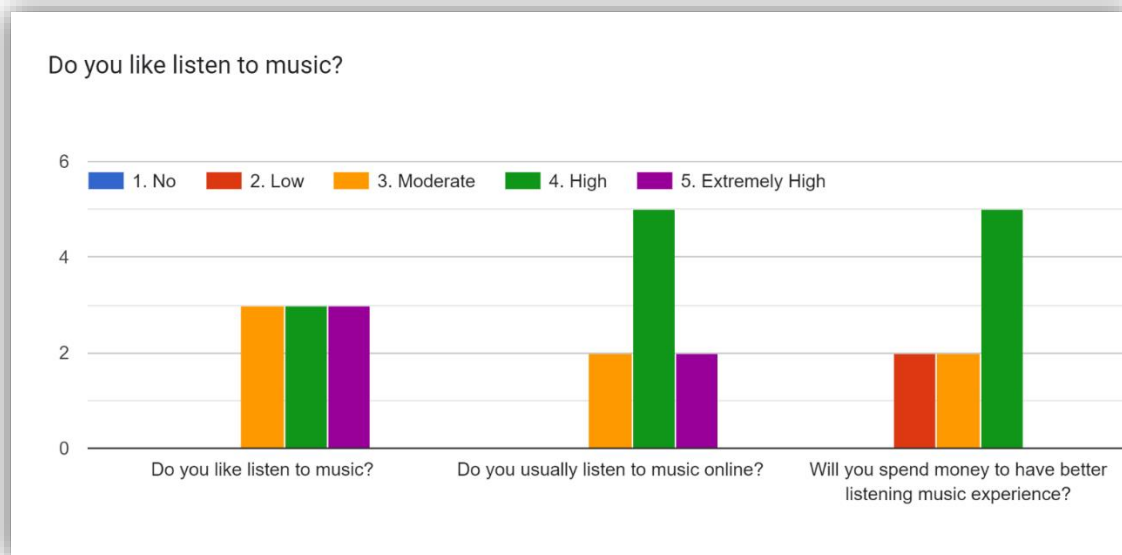


Figure 3. Questions 3-5 in the survey

This result shows that many people are willing to pay money for a better listening experience. The results we collected show that people of younger age tend to listen to music more online and are willing to pay for online music services.

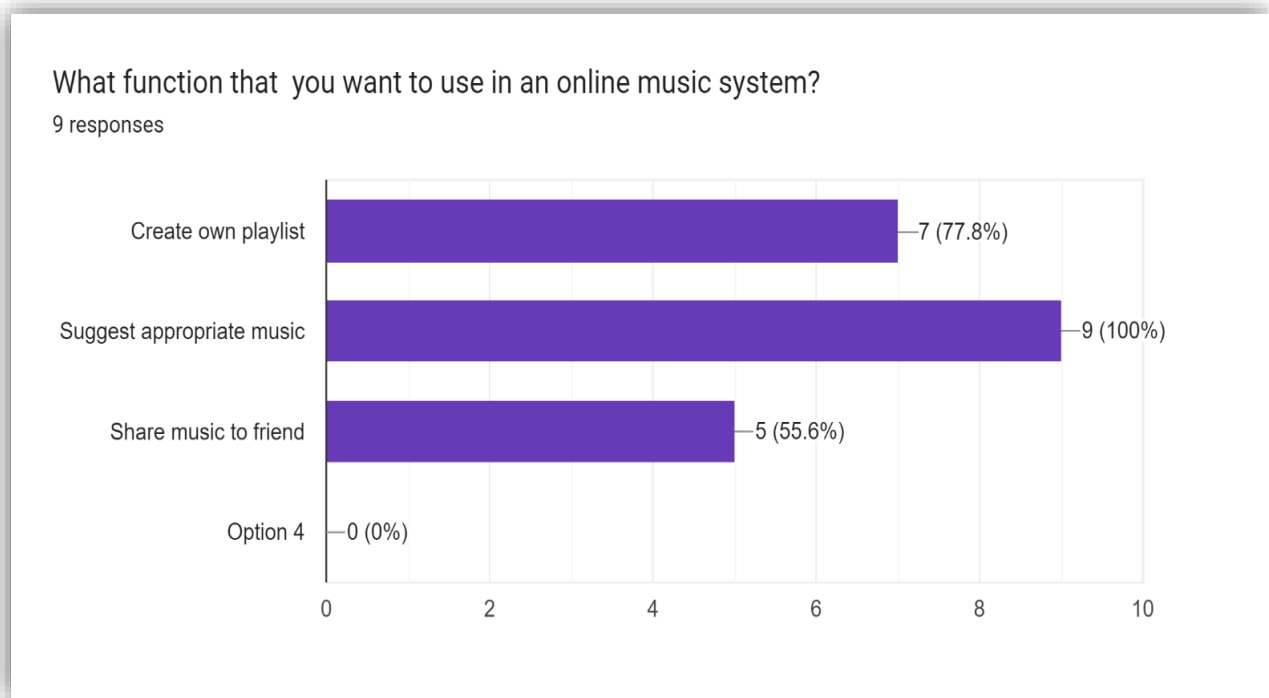


Figure 4.. Question 6 in the survey

Some of the functions of the system that we plan to develop are very well received by the users. From this result, it shows that we should focus more on developing the function of recommending appropriate songs so that users are satisfied when they choose to use our service.



What circumstances make you want to listen to music?

9 responses

I usually listen to music when study

When I'm at the gym or running

I listen to music whenever I have free time.

when I I listen to music while on the bus or on the train. Some time I listen music when doing my work

I listen to music every where

study, gym, on the bus ...

I want some music when I cooking, in my free time ...

I listen to music every where with my headphone

I will listen to music when I have chance. Music is a part of my life

*Figure 5. Question 7 in the survey*

The result shows that most people tend to listen to music outside. They need convenience and compactness. Compared to using CDs and being dependent on a bulky CD player, an online music service provider looks very promising. Online music systems will soon replace CDs because of their convenience and speed.



Why do you choose to listen to music online instead of using CDs?

9 responses

because it convience, I can listen to music every where with my smart phone

I don't want to depend on the CD player

I dont have a CD player

it is convenient with my devices

I cant listen to music out side with the CD player.

it's convenient

because it takes up space to store CDs in the house

Listen to music online bring me more options. I can play every music I want. I can't listen many genre with one CD

I can not bring CDs player to every where. So, music online is a better option.

*Figure 6. Question 8 in the survey*

Survey results show that users prefer to use online music services because the main reason is that they do not want to have to deal with bulky CD players every time they listen to music. In addition, if they don't have to use CD players and CDs, it will reduce some items that take up space in their homes. Moreover, the amount of waste caused by old CDs will be significantly reduced. It can also be said, to choose to use a digital music service to protect the environment.

#### **Tool:**

**Google Forms:** The central issue I had was that the team did not trust engagement surveys because they were not anonymous in the past, which made many employees feel threatened by their responses. Google allowed us to conduct the poll anonymously, and many people were relieved that we couldn't find out who answered.





Figure 7. Google Forms

## 2. Secondary research

Brax (2005) [2] outlined the following challenges. *In the delivery-challenged age*, services require support and change in thinking throughout the company, and training customers on how to use the new system are also hectic. *Communication challenges*, communication with the customers is needed to obtain and utilize feedback from their customers. *Relationship challenges*, relationships will be affected, e.g. CD material suppliers will suffer when the company transforms to service. *Business process challenges* relate to the development of a new company model, new competencies, new performance measurements, constructing a new service strategy, implementing new marketing methods, and creating a new integrated offering. *Market challenges*, existing service providers already in the market, the market demand for services, and developing a service offering that is not easily replicated by competitors.

[3] Industry 4.0 is critical to the expansion of long-term corporate performance. However, the organization's structure and processes must be conducive to deploying cutting-edge technologies and reaping the greatest benefits from Industry 4.0.

1. Vladimirova, D., Evans, S., Martinez, V. and Kingston, J., 2011. Elements of change in the transformation towards product-service systems. In *Functional thinking for value creation* (pp. 21-26). Springer, Berlin, Heidelberg.
2. Brax, S., 2005. A manufacturer becoming a service provider—challenges and a paradox. *Managing Service Quality: An International Journal*, 15(2), pp.142-155.
3. Gadre, M. and Deoskar, A., 2020. Industry 4.0—digital transformation, challenges, and benefits. *International Journal of Next Generation Communication and Networking*, 13(2), pp.139-149.



## II. Recommendations (P6)

### 1. Our system

In this project, we suppose do build a system that provides digital music listening services. Following the world's development momentum, especially digital transformation is developing strongly. We realize that traditional products are gradually being phased out. New technologies have greater appeal than using our CDs. So, instead of producing and selling CDs, we will transfer data from CDs to a system that provides music services.

### 2. Features of the system.

- Customer can create their account
- Subscribe monthly to listen to higher-quality music online
- Customers can buy a record permanent
- Suggest suitable music for each user based on their account activities
- Create a playlist, Users do not need to waste time searching for familiar songs every time they listen to music anymore
- Share your favorite music with a friend. Users can share their favorite song with friends' accounts

### 3. Advantages and challenges

#### Advantage:

We expect this project to bring more music consumption market. An online system will help us do business in more remote places. Users can use our service anywhere. Moreover, if the conversion is successful, we will cut the cost of CDs production and sales staff in stores. In addition, limiting the use of CDs will also limit plastic waste released into the environment, contributing to environmental protection.

#### Challenges:

To transition to a new business form, difficulties are inevitable. We face a lot of problems. For example, the personnel for the new system's operation, do not have the experience for that.

Retaining previous customers who bought CDs is also an issue. We had to find promoters and teach them how to use our new system.



## II. Reflections (P7)

### 1. Reflections

#### Issues:

- Make some bad question in survey.
- Some results are unintelligible.
- 

### 2. Logbook

Logbook 1	
<b>Research proposal</b>	
<b>Works:</b> <ul style="list-style-type: none"> <li>- Study digital transformation</li> <li>- Choose a topic for the project: <b>The transformation from traditional CDs sale to providing digital music services.</b></li> <li>- Planning for the project, estimate time and cost(provide in assignment 1).</li> <li>- Provide WBS and Gantt chart of the project(provide in assignment 1).</li> <li>- Provide research questions (provide in assignment 1):               <ol style="list-style-type: none"> <li>1. Will customers use the new system instead buying CDs?</li> <li>2. What function do the customers want to use in the system?</li> <li>3. - What are the challenges of transforming product to service.</li> <li>4. The impact of this project to the environment.</li> </ol> </li> </ul>	
<b>Next plan:</b> <ul style="list-style-type: none"> <li>- Do research</li> <li>- Find articles, and research works that have a topic that is related to our project.</li> <li>- Create a survey set of questions to gather customers' wishes.</li> </ul>	

Table 1. Logbook 1



Logbook 2	
Purpose and aims	Note
<p>We research to figure out what are advantages and challenges are when we transform from selling CDs to providing digital music services. In addition, this research work will find out the behaviors and the wish of the customer.</p> <p><b>Works:</b></p> <ul style="list-style-type: none"> <li>- Find articles related to digital music transformation on <i>google scholar</i>.</li> <li>- Create a set of interview question and choose the target. (provided in assignment 1)</li> <li>- Create a set of survey questions to gather customer's behavior and customer's wishes (provided in assignment 1)</li> </ul>	<p><b>Articles' link:</b></p> <ol style="list-style-type: none"> <li>1. Vladimirova, D., Evans, S., Martinez, V. and Kingston, J., 2011. Elements of change in the transformation towards product-service systems. In <i>Functional thinking for value creation</i> (pp. 21-26). Springer, Berlin, Heidelberg.</li> <li>2. Brax, S., 2005. A manufacturer becoming a service provider—challenges and a paradox. <i>Managing Service Quality: An International Journal</i>, 15(2), pp.142-155.</li> <li>3. Gadre, M. and Deoskar, A., 2020. Industry 4.0—digital transformation, challenges, and benefits. <i>International Journal of Next Generation Communication and Networking</i>, 13(2), pp.139-149.</li> </ol>
<p><b>Next plan:</b></p> <ul style="list-style-type: none"> <li>- Read and summarize these articles above.</li> </ul>	

Table 2. Logbook 2

## Logbook 3



Literature review	
<b>Works:</b> <ul style="list-style-type: none"> <li>- Read and summarise the main point related to our project .</li> <li>- Quoted challenges of transformation from product to service [2] <b>Brax, S., 2005</b></li> <li>- Quoted Advantages of digital transformation [3] <b>Gadre, M. and Deoskar, A., 2020</b></li> <li>- Provide your own opinion about the project. (provided in assignment 1)</li> </ul>	<ul style="list-style-type: none"> <li>- Brax (2005) [2] outlined there following challenges. <i>The delivery challenge</i> and services require support and change in thinking throughout the company, and training customers ers how to use the new system is also hectic. <i>Communication challenges</i>, communication with the customers is needed to obtain and utilize feedback from their customers. <i>Relationship challenges</i>, relationships will be affected, e.g. CD material suppliers will suffer when the company transforms into a service. <i>Business process challenges</i> relate to the development of a new company model, new competencies, new performance measurements, constructing a new service strategy, implementing new marketing methods, and creating a new integrated offering. <i>Market challenges</i>, existing service providers already in the market, the market demand for services, and developing a service offerthathich is not easily replicated by competitors.</li> <li>- [3] Gadre, M. and Deoskar, A., 2020. Industry 4.0 is critical to the expansion of long-term corporate performance. However, the organization's structure and processes must be conducive to deploying cutting-edge technologies and reaping the greatest benefits from Industry 4.0.</li> </ul>
<b>Next plan:</b> <ul style="list-style-type: none"> <li>- Use appropriate tools and methods to gather data about customers' music listening habits of customers.</li> </ul>	

Table 3. Logbook 3

Logbook 4	
Data collection	
<b>Works:</b> <ul style="list-style-type: none"> <li>- Create a survey form on the google form.</li> <li>- Send a link survey to the targeted customer.</li> <li>- Gather the survey result.</li> <li>- Invite the interviewer to a coffee</li> <li>- Do interview with the set of question prepared. (provided in assignment 1)</li> </ul>	<ul style="list-style-type: none"> <li>- Sent to people aged 15-25 years old.</li> <li>- Link survey: <a href="https://docs.google.com/forms/d/1q1z23TqGzd14qtlrcSoRD0CiLiC4qkjrYcZb4SMSnlg/edit">https://docs.google.com/forms/d/1q1z23TqGzd14qtlrcSoRD0CiLiC4qkjrYcZb4SMSnlg/edit</a></li> </ul>


**Next plan:**

- Analyse the data from the survey
- Give opinion

Table 4. Logbook 4

Logbook 5	
Statement of result	
<b>Works:</b> <ul style="list-style-type: none"> <li>- Analys the result of the survey</li> <li>- Synthesize knowledge from the interview session.</li> <li>- Complete the report</li> </ul>	(provided in assignment 2)

Table 5. Logbook 5

## Conclusion

Through this research, We have gained a certain amount of knowledge about the factors surrounding our upcoming project, moreover, we have also gained some knowledge about digital transformation.

By converting from selling CDs to providing digital music services. The company will reduce the cost of CD production, in a more macroscopic view, and this will contribute to reducing the amount of plastic waste caused by old CDs being damaged. It contributes somewhat to reducing the environmental pollution. On the other hand, when science and technology develop, new things appear, and old things will be replaced. Specifically, in the case of digital music development, CD player manufacturers will gradually disappear. Not everyone is happy when society is more developed.