Assessment Task 2: Scoping an IT issue

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| Course code and title | **ICT50220 Diploma of Information Technology** |
| Unit code and  title | **BSBCRT512 Originate and develop concepts** |
| Due date | DD/MM/YYYY [Week 4] |
| Resources  required | Learner to provide:   * Access to computer and internet * Microsoft Word Application   Provided:   * BSBCRT512 Moodle Site * BSBCRT512\_Learner Resources * BSBCRT512\_Scoping Template |
| Decision making rules | To achieve an overall satisfactory result for this assessment task:   * All questions must be answered satisfactorily |
| Learner  instructions | This task is a written task which involves developing an Information Technology innovation concept to resolve an IT issue in a business. You are provided with a hypothetical case study of a business.  For this task you will:   * Complete it individually. * Write answers to all questions * Complete it in your own time and submit it by the due date. * Have time to read and review the assessment task in class. * Submit your answers electronically via Moodle * Naming convention for your file is BSBCRT512\_Assessment Task 2 Student ID StudentName.docx   If you have any questions about the task or concerns about your ability to complete the task, please discuss this with your Assessor. |

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### Case Study

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| In2Media Solutions is accredited solution provider for long term marketing and web development solution located in Melbourne, Australia.  The company provides both technology and marketing support materials to a wide range of clients from various industries over the past 20 years. Their services range from in-store digital signage networks to ready to delivery weekly e-Blasts, and from actionable analytics to an easy to use online solution centre that makes it easy for clients to attract customers.  Staffs at In2Media Solutions have developed content management systems, e-commerce systems, template & customer websites, graphic design packages and multimedia solutions. They have very high reputation for creative and technical excellence.  **Mission**  Our mission is to create partnership with customers for their success as we create diverse client base including companies and individuals functioning in many different fields and economies.  We perform efficiently in providing consistently successful, unique, and creative-thinking digital marketing solutions that take into account the individual requirements and unique demands of each client.  **Our vision**  We strive to be best in digital marketing services across Australia by transforming the industry and setting new standards of professionalism and success.  Our vision is to become a top agency offering online marketing strategies, digital sales solutions, and internet brand management in Australia.  **Keys to success**   * We will offer quality web services to small businesses and organisations at affordable prices. * Customised and tailored services. * Establishment of alliances and partnerships with internet service providers and organisations involved in computer consultancy   **Services offered**  We offer the following services to our clients:   * Interface and Web Design Services * Web design * E-commerce * Web development * Responsive web design * WordPress Development Solutions * HTML and CMS Development Services * Coding * Graphic Design * Application development * Online marketing * Search Engine Optimisation * Pay Per Click (PPC) Marketing * Content marketing * Social media marketing * Online Email Marketing * Copyrighting * Content and Production Copyright * Web hosting and support   **Values**  We have placed a common set of values at the core of how we do our business. Our values are not unique, but capture what we do when we are at our best:  1. Service Delivery  We are in the business to serve clients. We work smart to earn their trust by focusing on their needs and delivering excellent service.  2. Team Work  We care for all our stakeholders and work collaboratively as one team. We bring the best of ourselves to work and support each other to recognize our potential.  3. Results-oriented.  Pure and simple, that’s what we and our clients care about most – the bottom line! Cool, award-winning creative is great – but tangible results are even better. We strive for both.  4. Far-sightedness  We know that we can be successful only if our stakeholders succeed. We work in a transparent, direct and sustainable manner.  **Strategic direction**   * Increase brand awareness/presence by at least 20% * Establishing a reputation for exceptional customer service and end to end solutions and achieve customer satisfaction rate of 90%. * To target net profit margins of 30% in the first year and 40% in the second year by improving operational efficiency * Supporting staff performance by offering ongoing training and professional development   IT  Business Manager  Marketing  Manager  Team Members  Sales Manager  Team Members  HR Manager  Team Members  IT Manager  Team Members Organisational Policy In2Media organisation employees are also required to comply with the organisaitonal policies that reinforces and clarifies the standard operating procedure in various areas. It provides the head of the departments to manage their team members more effectively whereby these policies clearly defines the acceptable and unacceptable behaviour in the workplace. Below are the list of organisational policies that provides guidance for In2Media:-   * Code of Conduct * Recruitment policy * Internet and email policy * Health and safety policy * Grievance handling policy * Discipline and terminational policy  Current issues Based on the outcomes of the audit conducted, it was identified that the employees are not able to achieve the desired performance benchmarks due to low productivity. Some of the issues concerning low productivity that the company face are due to:-  **Inefficient processes**  Inefficient processes are one of the biggest impediments to productivity in the workplace. Without well-defined processes and a process improvement plan, team members can quickly get bogged down in a to-do list without clear focus on priorities. This often leads to multitasking. Even though multitasking may seem like the shortcut to getting more done, it’s actually a massive detriment to productivity with studies showing it can lower productivity by up to 40%.  **Poor tracking**  Another major productivity challenge is poor tracking (like a project time tracking spreadsheet) and project management. When managers are constantly seeking updates from employees, it leads to communication overhead and takes away from team member focus and productivity.  **Communication overhead**  The amount of time spent communicating with team members instead of being productive is higher than it should be. In other words, there are too many meetings, emails, and other communications that are hampering productivity.  **Incomplete on boarding**  New hires are not being on boarded properly, they come into their role with more questions than answers. This not only drains their own productivity but also takes away from the productivity of their teammates and managers who must spend more time coaching and helping them get up and running at full capacity. |

Task Details

Undertake scoping of the issue

Management wants you to develop, refine and implement a concept development process to address the workplace issues. Using the information from the case study complete the Scoping template.

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| **Scoping Template** | | | | | | | | | | |
| **Business Background** | | | | | | | | | | |
| **Business Name:** | | | | In2Media Solutions | | | | | | |
| **Location:** | | | | Melbourne, Australia | | | **Manager Name:** | | | Wang YiZhuo |
| **Description of Product / Services:** | | | | In2Media Solutions specializes in delivering long-term marketing and web development services, which include:   * Interface and Web Design Services:   + Custom web design   + E-commerce platform development   + Comprehensive web development   + Adaptive web design for various devices * WordPress Development Solutions * HTML and CMS Development Services * Advanced Coding Solutions * Graphic Design Services * Application Development:   + Mobile apps   + Web applications * Online Marketing:   + SEO (Search Engine Optimization)   + PPC (Pay Per Click) Marketing   + Content and social media marketing   + Targeted email marketing campaigns * Copywriting:   + Content creation   + Production copyright services * Web Hosting and Technical Support | | | | | | |
| **Business Area/Industry:**  ***(Note:*** *Engineering, IT, Logistics, Hospitality, Healthcare, Marketing etc.)* | | | | Information Technology (IT) and Digital Marketing | | | | | | |
| 1. **Business Objective**   *Describe the business objectives of the organisation.* | | | | | | | | | | |
| The primary objectives of In2Media Solutions are to forge successful partnerships with clients by addressing their diverse needs in various sectors.  **Strategic Goals:**   * Achieving a net profit margin of 30% in the first year and 40% in the second year by optimizing operational efficiency. * Enhancing staff performance through continuous training and professional development programs. * Boosting brand recognition and market presence by 20%. * Building a strong reputation for exceptional customer service and comprehensive solutions, aiming for a customer satisfaction rate of 90%. | | | | | | | | | | |
| 1. **Job Role and Organisation Policies**   *Identify four job roles. Describe four organisational policies that are relevant to the issues of the organisational* | | | | | | | | | | |
| **Job Roles** | | | Business Manager | | | | | | | |
| Marketing Manager | | | | | | | |
| IT Manager | | | | | | | |
| Sales Manager | | | | | | | |
| **Organisational Policies** | | | **Policy Name** | | | **Description** | | | | |
| Code of Conduct | | | The Code of Conduct sets the ethical standards and expectations for all employees and partners. It covers aspects like integrity, transparency, and professionalism, ensuring that everyone acts in the best interest of the company. | | | | |
| Recruitment Policy | | | This policy outlines the procedures and guidelines for hiring new employees. It ensures a fair and unbiased recruitment process, compliance with employment laws, and promotes diversity and equal opportunity. | | | | |
| Internet and Email Policy | | | The Internet and Email Policy regulates the use of internet and email to align with business objectives and maintain security. It provides guidelines on acceptable use to prevent misuse that could affect the company's network and productivity. | | | | |
| Health and Safety Policy | | | This policy ensures a safe and healthy working environment for all employees. It includes procedures for reporting hazards, conducting risk assessments, and complying with occupational health and safety regulations. | | | | |
| 1. **Current Business Issue**   *Select and explain 1 current issues of the business. Include your own insight of the current issue. Perform research on the issue to add on to the explanation,* | | | | | | | | | | |
| **Inefficient Processes**  The current processes lack clarity and structure, leading to frequent multitasking and reduced productivity. Multitasking is detrimental, lowering productivity by up to 40%. Addressing this requires well-defined processes and a robust improvement plan. | | | | | | | | | | |
| 1. **Consulting with relevant personnel**   For each of the people below that need to be consulted, list what further information you will seek from them. | | | | | | | | | | |
|  | Personnel | | | | Information you are seeking | | | | | |
| 1. a) | Business manager | | | | Understand the overall business goals and strategic direction.  Discuss how IT solutions can align with and support these goals. | | | | | |
| 1. b) | Sales manager | | | | Gain insights into the sales process and client relationship management.  Identify areas where IT can streamline sales operations and improve efficiency. | | | | | |
| 1. c) | Marketing manager | | | | Learn about current marketing strategies and digital marketing needs.  Explore how IT can enhance marketing efforts, such as through better data analytics or automation tools. | | | | | |
| 1. d) | Human resource manager | | | | Understand the recruitment and training processes.  Determine how IT can improve these processes, making them more efficient and effective. | | | | | |
| 1. **Possible solutions.**   *Research and describe 2 possible solution. For each solution identify one potential workplace restrictions or constraints* | | | | | | | | | | |
| **Solution**  **(List the references you used)** | | | | | **Any constraints according to job roles and organisation policies** | | | | | |
| Implementing an Integrated Project Management System | | | | | Possible resistance from employees due to changes in workflows; alignment with current organizational policies required. | | | | | |
| Enhancing Onboarding Processes with Automated Tools | | | | | Budget constraints; ensuring the new tools comply with existing recruitment policies. | | | | | |
| 1. **Advantages and Disadvantage of possible solution**   *List 2 advantages and 2 disadvantages for the solution* | | | | | | | | | | |
| **Solution** | | | | | **Advantages** | | | | **Disadvantage** | |
| Implementing an Integrated Project Management System | | | | | 1. Control of Marketing Costs 2. Flexible Promotion Strategy | | | | 1. High Cost 2. Limited Strategic Use | |
| Implementing a Transaction Processing System | | | | | 1. Reliable Data Management 2. Improved Transaction Accuracy | | | | 1. High Setup Costs 2. Lack of Standardization | |
| 1. **Assess the viability of possible solution** | | | | | | | | | | |
| **Conduct Viability Assessment against 3 factors:**  *Use the 3 factors to assess the viability of the possible solution. Reference where you sourced this information* | | | | | | | | | | |
| **Factors** | | **Solution 1** | | | | | | **Solution 2** | | |
| Commercial Potential | | MIS can significantly enhance marketing decision-making by providing comprehensive and timely data analysis.  It supports the identification of market trends, customer preferences, and the effectiveness of marketing campaigns, ultimately contributing to better resource allocation and increased ROI.  References:  https://www.studysmarter.co.uk | | | | | | TPS offers substantial commercial benefits by ensuring accurate and efficient transaction management. It improves operational efficiency and customer satisfaction by providing reliable data processing and minimizing transaction errors.  References:  https://www.indeed.com/ | | |
| Suitability for target audience / purpose | | MIS is well-suited for businesses aiming to understand their customer base thoroughly. It facilitates targeted marketing by analyzing consumer behavior and preferences, which helps in developing personalized marketing strategies and improving customer engagement. | | | | | | TPS is designed to provide reliability and consistency in transaction handling, making it ideal for businesses that require high-volume transaction processing. It enhances customer trust by ensuring each transaction is processed accurately and securely. | | |
| Feasibility of Solution | | Implementing an MIS requires significant initial investment and ongoing maintenance. However, the system’s benefits in data management, reporting, and strategic marketing make it a viable long-term solution.  Success depends on effective data collection, analysis, and the ability to act on insights gained from the system. | | | | | | The feasibility of TPS hinges on the system's ability to handle a high volume of transactions without crashing.  While initial setup costs are high, the system's stability and reliability make it a practical solution for businesses that prioritize transactional accuracy and efficiency. | | |
| 1. **List 2 practical and operational issues that will determine whether the concept can be implemented** | | | | | | | | | | |
| Current Technology | | The new system should be compatible with the existing technological infrastructure and ensure the integrity, availability, and security of data. | | | | | | | | |
| Assisting Existing Business Processes | | The new system must integrate seamlessly with current business processes, ensuring that each transaction is successfully completed and recorded. | | | | | | | | |
| 1. **List 2 possible issues and requirements to commercialise the concept** | | | | | | | | | | |
| Prototype Development | | The development process involves multiple phases, each requiring substantial time and resources. Early prototypes may not be fully operational, and successive versions will progressively incorporate more functionality and refinement. | | | | | | | | |
| Market Research | | Conducting thorough market research is essential to understand the target audience, design better products, improve user experience, and develop effective marketing strategies. This information will guide the commercialization process and ensure the concept meets market needs and expectations. | | | | | | | | |

# Assessment Task Summary: Task 2 - Scoping an IT issue

| **Trainer/Assessor to complete the following:**  **THE LEARNER:** | | | Yes | No |
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| 1. | Satisfactorily answered all questions | |  |  |
| **FEEDBACK** | | | | |
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| **OVERALL TASK RESULT** | | | | |
| Satisfactory  Not Satisfactory (resubmission required) – Due date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | |
| **DATE ASSESSMENT RETURNED** | |  | | |
| **TRAINER/ASSESSOR NAME** | |  | | |
| **TRAINER/ASSESSOR SIGNATURE** | | X | | |

| **LEARNER DECLARATION: Please read, tick and sign below** | | | |
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| I, \_\_\_WangYiZhuo+S1554654\_\_\_\_\_have been advised of the outcome of this assessment task.  PRINT NAME | | | |
| **LEARNER Signature** | WangYiZhuo+S1554654 | **Date** |  |