

MEMO

Date: 21 March 2024

To: Mr. Soo Wooi King & Ms. Kamalahshunee K Velautham

From: Yeoh Ming Wei, Toh Xi Heng, Yew Yee Perng

Subject: Justifications for Criteria, Weights, and Scores Assigned to Projects

Dear Mr. Soo & Ms. Kamala,

This memo provides justifications for the choice of criteria, weights, and scores assigned to select the most suitable project for our team.

Criteria Selection (Total Weight: 100%)

a. Team Interest Towards Project:

In our opinion, we think that higher interest towards the project will lead to better teamwork. A highly motivated and committed team is more likely to overcome challenges, maintain momentum, and deliver superior results. Therefore, we believe that team interest holds the most weight for our criteria, which is 30% of the total weight.

b. Strong Customer Support:

A strong customer support is important to have better communication between our team and customer to ensure a better quality of deliverables. Hence, this criteria holds 25% of the total weight.

c. User Demand for Application:

Creating a demanding application will attract user to use the application. Therefore, this will most likely boost our team's reputation and customers can easily find us for collaboration as our team is more well known. So, the weight level is same as the criteria above, "Strong Customer Support" which is 25% of the total weight.

d. Project Manageability:

Our team calculates the difficulty of project management based on various aspects, such as our skills, the project deadline, risk management and resource availability. This is to ensure that the application can be delivered on time. Thus, giving it 15% of the total weight.

e. Legal Compliance:

Assuring the legalisation of the project is vital to avoid breaking laws which could affect our team's reputation. In addition, adhering to legal standards and compliance requirements is a fundamental aspect of any project. However, we assume that all the projects available given by our customers is considered legal. So, our team decided to allocate the lowest weight, which is 5% for this criteria.

Weight Assignment:

The percentage of the weight reflects the importance of each criteria for achieving the best possible project suited for our team. The higher percentage weight of the criteria, the greater the importance of each criteria in relation to the project's suitability. In this case, team interest is the most important for our team because it makes sure that we have like-minded goals. Besides that, the legal compliance is the lowest because we think that all projects should comply with the law. The detailed number of weights for each criteria is mentioned in the previous section, criteria selection.

Scores Assigned:

The scores for each project relating to each criteria are assigned by taking the average of all individual scores from all of our team members. All of our team members are responsible for entitled to their own opinion by giving a value of 1 to 10 for the criteria that relates to the project. The weighted project score is calculated by adding the final value for each of the criteria. The formula is given as:

$$\text{Weighted Project Scores} = \Sigma(\text{Weight of the criteria} * \text{Score})$$

Conclusion:

After thorough analysis, we are sure that the assigned weights and scores will be able to show the pros and cons of the project and let us make a smarter decision while selecting the project.

Thank you for your attention to this matter. Please feel free to reach out if you require any further clarification or additional information.

Best regards,

Yeoh Ming Wei, Toh Xi Heng, Yew Yee Perng

Justification for “Campus Map with AR” as our recommended project

After thorough analysis and consideration of the project options, we recommended choosing “Campus Map with AR” as our development project. This recommendation is based on several key factors that align with our project evaluation criteria and strategic objectives shown as below:

a. Team Interest Towards Project:

The “Campus Map with AR” has got the highest level of interest from team members. Making the augmented reality technology integrate into campus maps has brought a high excitement and motivation towards the team. This shows that every team member will give a high level of dedication to make the project succeed well.

b. Strong Customer Support:

As University students ourselves, we understand the hardship of finding the location regardless of being the class or the nearest toilet. Therefore, we believe that the project, “Campus Map with AR” will receive full support from both the students who are potential customers soon as well as our client to provide us with the suitable aid required.

c. User Demand for Application:

AR campus map is expected to get a huge number of users. With the increasing popularity of AR, physical campus floor plans can no longer perfectly meet the needs of users. AR map serves a more innovative approach onto tackling navigation issues within our campus. Users can improve their campus experience using this map based on the enhanced navigation features, interactive mapping functionalities, and real-time information overlay for AR technology.

d. Project Manageability:

This project is more relatively manageable compared to some other project options. Although the technical skill needed in this project may be more difficult, it gives a very strong clear objective which aligns well with our team's expectation and goal.

e. Legal Compliance:

This project “Campus Map with AR” is assumed to be legal based on the discussion from our team. We will ensure that the application will not be abused by users. We will have our own legal policy and will take legal action against offenders. This will avoid most legal actions taken against us which could then damage the reputation of the team.