

SCENARIO

You have been promoted at DeepBlue Informatics. Sania has been made head of operations. She was impressed with your work on the fish detection project. She is giving you responsibilities for special projects in her department.

Business is booming. DBI is gaining new customers around the world. The company has changed from a one-city startup to more than 700 people working in 11 time zones, with new hires are joining at the rate of 10-20 a month. The need for more efficient ways of communicating has gone from “nice to have” to “must have.”

The DeepBlue marketing department has come to Sania asking for help with their web presence. They want to provide more detailed information online about DBI’s products to gain new customers and to better support existing customers. This can reduce the workload for the marketing department and ease demand on the product support team. At the same time, Sania has been thinking of having more internal company information available online for employees, including their benefits, company policies, and submitting expense claims, as well as social aspects, like upcoming events and achievements by employees.

She believes these various needs can be addressed by a more robust and versatile website, or a number of micro-sites, each by purpose. Either way, she is convinced there will be benefits by standardizing every department to a single website development tool. Until now, each has chosen their own, based on personal preferences. DBI started with *Wordpress*. Some departments tried and liked *Wix*. Others are suggesting *Webflow*.

Sania wants to focus on one supplier to help DBI track new features, ease integration between departments, receive better support, and offer more comprehensive training. She knows standardization means some people will be giving up their favourites. She hopes the tool selected will be easy-to-use and fit quickly into existing workflows. As one of DBI's earliest employees, she also wants to build more of a feeling of togetherness in the company. She is convinced technology can reinforce culture. She wants the website(s) to show DBI is about "the best science applied by the best people," not only in what the site says, but also how it says it.

The tool will be purchased and managed by Operations, and used by many departments wishing to provide content, including Finance, Marketing, Human Resources, and the executive suite. She asks you to identify the best tool for DBI and to make your recommendation in a report she can share with other departments.

Your task is to:

- Evaluate *WordPress*, *Wix*, *Webflow*, and one other you identify (total of four).
- Consider the criteria that will influence the choice.
- Interpret the facts you gather to arrive at conclusions based on DBI's needs.
- Make your recommendation from the facts in your report.

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The report should present, in this order:

1. **Executive Summary**
2. **Context**
3. **Details**
4. **Conclusions**
5. **Recommendations**
6. **References**

This will be a total of 3 - 6 pages, plus the space for illustrations and page/pages for references. This can be broken down as follows:

1. **SUMMARY** - .25 - .75 page
 - A condensed version of the full report - helps the reader understand the contents succinctly.
 - Applies the conventions of a summary.
2. **BACKGROUND/CONTEXT** - .5 - 1 pages
 - The reason for the report - helps the reader understand why and how the report is being done.
 - Includes the important factors that will influence the decision and be used as criteria for selection.
3. **DETAILS** - 1.5 - 3 pages plus figures and table(s)
 - Provides the technical details for each of four choices under consideration.
 - Applies the conventions of a summary (for each one).
 - Includes facts for criteria that will be used in your critical analysis.
 - Use at least three figures and at least one table:
 - These can be your original work or by others. If using items by others, be sure to cite the source properly.
 - Do not use clip art images.
 - Make sure the illustrations add to understanding and work together with the text.
4. **CONCLUSIONS** - .5 - .75 page
 - Presents original insights from the facts presented in the report.
 - Applies the conventions of a summary.
 - Can be mostly a bulleted list, or mostly a table, or all text, or any combination.
 - If using a table, it needs to be your original work.

5. RECOMMENDATION - .25 - .5 page

- Presents your recommendation for the tool the company should select.
- Includes (briefly) the next step(s) DBI should take.
- Explains (briefly) why you believe this is the best course of action for DBI.

6. REFERENCES - Length as needed

- Uses IEEE style.
- Refer to the course pack for details of correct usage by type of source.

NOTE: **Items 2, 3, and 6** above are done for Written 3.1

Items 1, 4, and 5 above are done for Written 3.3, together with any revisions you may wish to make from feedback given in Written 3.2.

Particular requirements are noted in each assignment when posted.

FAQ

1 - What citation method should I use?

Use IEEE only.

2 - Is this a .ppt or word or PDF document?

Use MS Word and then submit as a PDF file.

3 - What size font and how much spacing should I use?

For fonts, use either 12 point Times New Roman or 11 point Arial. For headings before each of the six sections named above, use the same font in boldface, 2 points more than the font you use in the body text.

Make paragraphs single-spaced, left justified, separated by a blank line in between. Make pages 8.5 x 11 inches (22 x 28 cms). Make margins 1-inch (2.54 cm) all around. 3 - Should I use paragraphs or bullet points?

Use full paragraphs except where using a list to draw special attention; e.g. conclusions.

4 - Do these guidelines apply the same to each part of the assignment?

Yes. Even though constructed in parts, the finished document should have a uniform look, using fonts, headings, spacing, etc. the same way.