IS212 (AY 2025/26 T1) – Customer Briefing

** Please Read This First **

For the IS212 project, you will build the first release of a system using the scrum process.

In this document, you will find a briefing from the (mock) customer describing their desired system. Please note that –

- This customer briefing is (initially) **deliberately ambiguous. Why?** No real-world customer knows *precisely* what they want on day 1, and there may be edge cases in the system's eventual functionality that they didn't think about.

- You can disambiguate the briefing by 'meeting' the customer (role played by your section's instructor) in several scheduled Q&A sessions over the next few weeks. Questions to the customer through other channels will not be answered.

- **Each section has a different 'customer'.** Please only consider the clarifications offered by your section's customer (clarifications provided in other sections may not be consistent).

- The customer briefing is quite wide-ranging. Don't panic! You won't be building the entire system. The customer **will eventually clarify the core functionalities to cover in your first release** (i.e., your Week 12 submission). Wait for these to be identified (in Week 4) before you start coding, and work on creating epics/user stories for your product backlog in the meantime.

The IS212 **project instructions will be released on Monday, Week 4 (8am). These instructions will list the artefacts expected in your submission and the grading rubrics**, which emphasise the scrum process (and your documentation of it) more than the final product.

Until the project instructions are released, use the time in Weeks 2–4 to understand what the customer wants and translate this into a product backlog of epics and user stories. We do not recommend sprinting until Week 4 at the earliest (and at the latest by Week 5), especially as the customer has not yet identified the core functionalities that are to be implemented in the first release.

Customer Briefing: Smart Task Manager/ Productivity System

1. Organisation

All-In-One is a leading digital transformation company. It began in the 1990s offering hardware solutions but has since transformed its business to focus on digital workflow tools, including cloud-based document management, collaboration tools, and internal productivity platforms for businesses.

The company currently provides **custom-built digital solutions** for clients, which include MNCs and SMEs across Southeast Asia, including Malaysia, Indonesia, Vietnam, and Hong Kong. Its core development and operations team remain in **Singapore**, while the overseas offices primarily support sales and localized onboarding.

The company now employs approximately **600 staff**, supporting **over 900 client organizations**. Mr. John Sim, the founder and chairman, has stepped back from daily operations and entrusted the leadership to his elder son, Mr. Jack Sim, who is driving the company’s digital product strategy.

Thanks to its strong client relationships and innovative software offerings, the company has seen **20% year-on-year profit growth** and continues to expand its footprint in the **enterprise productivity market**.

2. Background

All-In-One has managed through the Covid pandemic and grown in strength. Its internal policies and human resource systems have helped it achieve good sales performance and staff morale by providing more opportunities and upskilling for the staff. It has seen good results despite the staff working from home and other flexible work arrangements.

The management team also wishes to support the government initiative to provide more flexible work arrangements. They believe this would attract younger talents without any significant impact on productivity.

The organisation's key challenge in providing such arrangements is ensuring the productivity of staff when they work from home.

In a recent employee and manager feedback session, it was suggested to build a system which helps managers delegate and manage tasks, as well as allowing staff to stay productive without supervision.

As part of its initiative to modernize internal tools and improve staff productivity across regional offices, All-In-One has identified the need for a **custom-built Smart Task Management System** to help teams better manage their daily work, collaborate across countries, and track project deliverables.

This system will serve as an **internal productivity platform** for All-In-One's staff to:

- Organize their tasks and projects
- Collaborate with teammates
- Track their own performance and time usage

The system is expected to be **cloud-based**, **mobile-friendly**, and capable of scaling across hundreds of users.

3. Target group of users

a. Staff

Staff members are the primary users of the task management system. They will use the platform to:

- Log in securely and access their personal task space
- Create and update their own tasks and subtasks
- Organize work under different projects or categories
- Monitor their upcoming deadlines and schedules via the calendar
- Use built-in productivity tools like timers to stay focused
- Receive reminders and alerts for pending or overdue work
- Collaborate with teammates through shared tasks and comments
- Customize their view with personalization features like dark mode

The system is designed to support individual accountability and day-to-day workflow management for employees working both in-office and remotely.

b. Managers and Directors

Managers and Directors will have additional capabilities to oversee team performance and support coordination across departments. They will be able to:

- View team members' tasks, workloads, and schedules at a glance
- Assign or reassign tasks based on priorities and capacity
- Monitor deadlines, delays, and progress via dashboards and reports
- Approve or comment on task updates

- Analyse work trends and bottlenecks through visual insights
- Coordinate team-wide efforts through shared projects and task boards

These features help leaders manage productivity, spot issues early, and ensure smooth collaboration within and across teams.

c. Human Resources (HR) and Senior Management

HR and senior leadership will access the system primarily for monitoring and strategic review. They will:

- Review organization-wide productivity trends and engagement
- Access task data and activity logs to support performance reviews
- Identify under-utilized or overloaded departments
- Generate summaries and reports for decision-making or board meetings
- Support the broader digital transformation goals of the organization

While they may not manage tasks directly, they benefit from holistic visibility into how staff are organizing and executing their work across regions.

4. Application features

Functionality Area	**Description**
User Authorisation and Authentication	Allows users to securely access the system using their login credentials. Depending on their role (e.g., employee, manager, administrator), they will be granted access to different features and information. This ensures that data is protected and accessible only to the appropriate people.
Task Management	Users can create new tasks, view their current work, update task details, and remove items when completed or no longer needed. Tasks can include deadlines, notes, assigned team members, and status tracking. This forms the foundation for personal and team productivity.
Task Grouping and Organisation	Tasks can be grouped into meaningful categories such as projects, departments, or themes. This helps teams stay organized by seeing work in

	context, simplifying navigation, and enabling focus on specific objectives.
Activity Tracking and History	The system keeps a record of task-related activity, showing who made what changes and when. This log promotes transparency, helps resolve misunderstandings, and is valuable when reviewing task progression or accountability.
User Roles and Management	Managers or administrators can control system access for different users. This includes inviting new users, assigning them to teams or departments, and granting permissions according to their responsibilities. It helps maintain control and governance over the system.
Dashboard and Insights	Provides a visual overview of ongoing work, completed tasks, and performance metrics. Managers can identify progress, bottlenecks, and areas needing attention. These insights help guide decision-making and planning at both individual and team levels.
Deadline and Schedule Tracking	Enables users to attach due dates to tasks and view schedules across a timeline. Automated reminders help staff stay on track, and overdue items are highlighted for follow-up. Managers can also view schedules to monitor team load and prioritization.
Calendar Integration	Tasks are displayed within a calendar interface, allowing users to visualize their workload across days, weeks, or months. Drag-and-drop support may allow easy rescheduling. This improves planning and helps avoid clashes or overloads.
Focus Timer and Time Logging	Incorporates a built-in focus timer to help users concentrate in short bursts (e.g., Pomodoro technique). Time spent on tasks can be recorded for personal reflection or managerial analysis,

	aiding in time management and productivity improvement.
Notification system (email or in-app)	The system sends alerts to notify users of approaching deadlines, new comments, task updates, or approvals needed. Notifications can be shown in the app or sent via email, helping users stay informed and responsive.
User Personalisation Settings	Users can tailor the interface to suit their preferences, such as switching between light and dark modes or choosing how they view their task lists. This enhances usability and comfort for different working styles.
Report Generation and Exporting	Enables users to generate summaries of their tasks, progress, or team performance. These reports can be exported in formats like PDF or spreadsheet files, useful for meetings, reviews, or external sharing.

7. Design

The system should be both desktop and mobile-friendly.

8. Other requirements

a. Performance

The response rate for each page load should be within a reasonable time.

b. Security

The system should be secured and only allow staff access. Access to features should be based on their role in the organisation.

c. Usability

All groups of users should be able to complete their tasks without guidance.

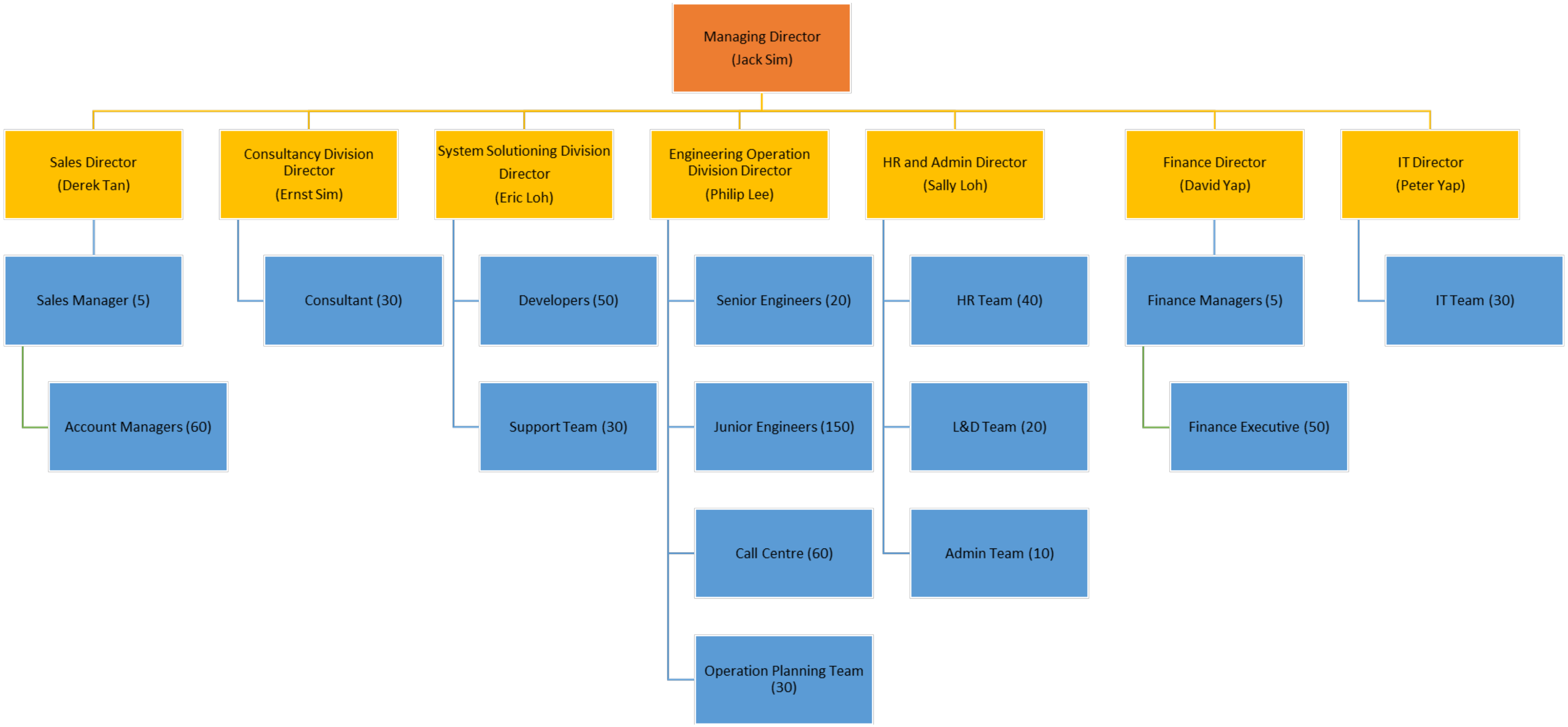
d. Scalability

The proposed solution should cater to the organisation's growth in the next three years.

Notes:
The customer will continue to discuss with other stakeholders and will share more information in Week 4 about the features they want included in the first release.

The teaching team will also release in **Week 4** the exact deliverables for the project.

Appendix 1


Managing Director
(Jack Sim)
Sales Director
(Derek Tan)
Consultancy Division Director
(Ernst Sim)
System Solutioning Division Director
(Eric Loh)
Engineering Operation Division Director
(Philip Lee)
HR and Admin Director
(Sally Loh)
Finance Director
(David Yap)
IT Director
(Peter Yap)
Sales Manager (5)
Account Managers (60)
Consultant (30)
Developers (50)
Support Team (30)
Senior Engineers (20)
Junior Engineers (150)
Call Centre (60)
Operation Planning Team (30)
HR Team (40)
L&D Team (20)
Admin Team (10)
Finance Managers (5)
Finance Executive (50)
IT Team (30)