Statement and Confirmation of Own Work

***A signed copy of this form must be submitted with every assignment.***

***If the statement is missing your work may not be marked.***

**Student Declaration**

I confirm the following details:

|  |  |
| --- | --- |
| **Candidate Name:** | SHIHAB MIRZA |
| **Candidate ID Number:** | P00190603 |
| **Qualification:** | NCC L5DC |
| **Unit:** | Information systems Analysis (ISA) |
| **Centre:** | ZCAS University. |
| I have read and understood both NCC Education’s *Academic Misconduct Policy* and the *Referencing and Bibliographies* document. To the best of my knowledge my work has been accurately referenced and all sources cited correctly.  I confirm that this is my own work and that I have not colluded or plagiarised any part of it. | |
| **Candidate Signature:** |  |
| **Date:** | 08/03/2023 |



**OPS020\_Candidate Statement of Own Work**

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**TASK 1 (Analysis)**

1. **Advantages and disadvantages of given methods.**

|  |  |  |
| --- | --- | --- |
| **Method** | **Advantages** | **Disadvantages** |
| **Interviews (face to face)** | * Provide an opportunity to ask open-ended questions to gather detailed information. * Allow the interviewer to clarify questions and responses as necessary. * Enable the interviewer to explore the interviewee's attitudes, opinions, and beliefs. * Can be tailored to specific individuals, roles, or departments. | * Can be time-consuming and may not be feasible for large groups. * Some interviewees may not feel comfortable speaking candidly with an interviewer. * The interviewer may unintentionally bias responses or fail to ask important questions. * The interviewer may not accurately document responses or may misinterpret responses. |
| **Observation** | * Allows the observer to see how employees interact with each other, systems, and customers in real-time. * Can provide insight into areas where employees may be experiencing difficulty or frustration. * Can identify non-verbal communication and other factors that may not be captured through interviews. | * May not capture all necessary information. * May be influenced by the observer's biases or preconceptions. * May not be feasible in all situations or for all types of information. |
| **Documentation sampling** | * Provides a comprehensive view of the current system. * Enables the analyst to see how different elements of the system are related to one another. * Can identify inconsistencies or inaccuracies in documentation. | * May not capture all necessary information. * May not reflect current practices or changes that have been made to the system. * May be time-consuming to review all documentation. * May not provide insight into employee or customer perspectives. |
| **Questionnaires**  **(Paper and email)** | * Allow for a large number of responses to be gathered quickly. * Enable the analyst to ask standardized questions and gather quantitative data. * Can be distributed to a large number of individuals. | * May not capture detailed or nuanced information. * May not be answered by all individuals. * May not provide insight into employee or customer perspectives. * May be subject to response bias or incomplete responses. |

**Recommended methods:**

Upon conducting an analysis of the benefits and drawbacks of the four approaches to gathering information, I strongly recommend utilizing a combination of the face-to-face interview technique and documentation sampling.

Face-to-face interviews provide a highly personalized approach and have the potential to offer an abundance of intricate details concerning the roles and duties of various personnel within the organization, along with their inclinations and engagement levels in the new system. Additionally, it allows for follow-up questions and clarification of any doubts. Nevertheless, it can be extremely time-consuming and impractical for individuals based in distant regions.

Documentation sampling is an effective way of obtaining information on existing processes and procedures, pinpointing any areas of inefficiency or potential issues. It is also less complicated to access and provides a more comprehensive overview of the current scenario. However, it may not provide a detailed understanding of user roles and their degree of engagement in the new system.

Therefore, using both of these techniques in combination could yield a broader and more complete comprehension of the present system and its users, thus providing valuable insights that can be utilized to develop an efficient and effective new system.

**b) stakeholder matrix**

|  |  |
| --- | --- |
| **HIGH INFLUENCE**  **LOW INTEREST**  **(Keep Satisfied)**   * Admin staff * Investors * Board of directors * Customers | **HIGH INFLUENCE**  **HIGH INTEREST**  **(Manage closely)**   * Managing director * Claims representatives * Human resources |
| **Low influence**  **Low interest**  **(Monitor)**   * Call center Line manager * CSA (Customer services advisors) * Insurance under-writers * Accountants | **Low influence**  **High interest**  **(Keep informed)**   * IT Team * Call center manager |

**TASK 2 (Ethics)**

Questions to determine overall job satisfaction among Customer Service Advisors:

**Knowledge:** How sure are you that you can handle complex customers’ questions?

**Psychologica**l: How do you feel about your team's and superiors' level of support and recognition?

**Task-Structure:** Do you believe your daily tasks are well-defined and that you have the tools necessary to complete them efficiently?

**Productivity:** Do you believe that the current Information System assists you in performing your job effectively, or do you end up facing any obstacles that impede your productivity?

**Ethical**: Have you ever been put under pressure to consider company goals over moral or ethical considerations when interacting with clients?

The careful selection of these specific inquiries was a deliberate and thoughtful process, as they encompass a wide array of diverse factors that hold the potential to significantly impact overall job satisfaction levels. These factors include but are not limited to, the individual's proficiency level and skillset, the level of support and recognition extended by their team, the clarity and efficiency of their allocated tasks, as well as crucial ethical considerations.

By collecting valuable feedback in these key areas, the organization can garner a much more profound and comprehensive understanding of the current system's strengths and shortcomings. Subsequently, this increased level of understanding can assist in making informed decisions regarding improvements that align with the company's values and the diverse needs of its employees. Additionally, the incorporation of a pertinent ethical question effectively serves to emphasize the organization's steadfast commitment to ethical behaviour and tackle the pressing issues concerning data protection and privacy. This is of particular relevance given the organization's plans to boost its market share of business insurance.

**Task 3 (SWOT Analysis).**

1. **Analysis using swot framework**

The following is an analysis of Visor insurance using the SWOT framework:

|  |  |
| --- | --- |
| **Strengths**   * Visor Insurance has a good reputation and is well established in the insurance industry. * The company offers a range of insurance products to meet customer needs. * Visor Insurance has a loyal customer base. * The company has experienced and knowledgeable employees who provide excellent customer service. | **Weaknesses**   * There have been several data protection issues and a recent data breach which may have affected customer trust. * Not all Claims Representatives or CSAs are immediately updating the CMIS after contact with a customer which has caused inaccuracies in the data held. * Customers have reported low-medium satisfaction with the usability of their online account section. |
| **Opportunities**   * Visor Insurance plans to increase its market share of business insurance since it is more profitable than personal insurance. * A more integrated Information System could facilitate easier movement between employees in different departments and improve communication across the company. * Addressing concerns over data protection and privacy with the implementation of the new system could improve customer trust. | **Threats**   * The insurance industry is highly competitive, and Visor Insurance faces competition from other well-established companies. * Changes in regulations and laws could impact the business operations and the types of products offered. * The recent data breach and data protection issues may result in legal and financial consequences. |

1. **Technical factors within weaknesses/threats section and how they could be resolved**

Based on the SWOT analysis, there are several key technical factors that can be identified within the Weakness/Threat sections. These include:

1. Outdated and inefficient Information System: The current information system is outdated and not integrated, leading to data inconsistencies and inefficiencies. A potential recommendation to resolve this issue is to implement a new, integrated information system that can handle the company's data more efficiently and accurately.
2. Security breaches: The recent data breach highlights the vulnerability of the current system and the need for improved security measures. A potential recommendation to resolve this issue is to invest in a robust security system that includes regular audits and updates, employee training, and strict access controls.
3. Inadequate data protection policies: The company has received several complaints from customers about data protection issues, indicating a need for better policies and procedures. A potential recommendation to resolve this issue is to update and communicate the data protection policies, provide regular training to employees on how to handle customer data, and ensure compliance with data protection regulations.
4. Poor customer satisfaction with online account section: The feedback from customers suggests that the online account section is difficult to use and confusing, leading to low-medium satisfaction. A potential recommendation to resolve this issue is to conduct user testing and improve the usability of the online account section by simplifying instructions, providing clear navigation, and making it more intuitive.
5. Inefficient data management practices: Not all Claims Representatives or CSAs are updating the CMIS after contact with a customer, leading to data inaccuracies and loss. A potential recommendation to resolve this issue is to provide more training to employees on the importance of data management, streamline the process of updating the CMIS, and develop a system to monitor and enforce data management practices.

Ultimately, in the Visor Insurance scenario, the key technical factors that must be addressed include upgrading the information system, trying to improve security measures, developing better data protection policies, improving the usability of the online account section, and improving data management practices. Visor Insurance can improve efficiency, accuracy, and customer satisfaction while lowering the risk of security breaches and data protection issues by implementing the recommended solutions.

**Task 4 (User Requirements & Design)**

**Analysis for identifying the characteristics and requirements of the claim’s representatives at visor insurance**

Visor Insurance’s Claims Representatives play a critical role in the company's success as they are responsible for managing the claims process and ensuring customer satisfaction. These representatives should possess certain characteristics that enable them to perform their duties effectively. First and foremost, Claims Representatives should have excellent communication skills to ensure they can explain the claims process to customers and answer any questions they may have. Additionally, they should have strong analytical skills to assess the validity of each claim and determine the appropriate action to take. They should also be detail-oriented to ensure that all necessary documentation is complete and accurate.

Hierarchical task analysis can be used to outline the steps involved in Claims Representatives' handling of online submitted claims. The first task in the process is to access the claims management information system (CMIS) to view the submitted claim. The Claims Representative should then review the information provided and determine if additional information is required. If additional information is needed, the Claims Representative should contact the customer to request it. Once all necessary information has been gathered, the Claims Representative should assess the validity of the claim and determine if it can be approved or denied. If the claim is approved, the Claims Representative should process the payment and update the CMIS accordingly. If the claim is denied, the Claims Representative should provide an explanation to the customer and update the CMIS accordingly.

In summary, Claims Representatives at Visor Insurance should possess strong communication, analytical, and detail-oriented skills. Additionally, their handling of online submitted claims involves accessing the CMIS, reviewing the claim, requesting additional information if necessary, assessing the validity of the claim, and updating the CMIS accordingly.

**HEIRARCHICAL TASK ANALYSIS DIAGRAM (HTA)**

ACCESS CMIS

VIEW CLAIM

REVIEW INFO

DETERMINE IF ADDITIONAL INFO IS REQUIRED

GATHER INFO

CONTACT CUSTOMER

ASSESS VALIDITY

DENY CLAIM

APPROVE CLAIM

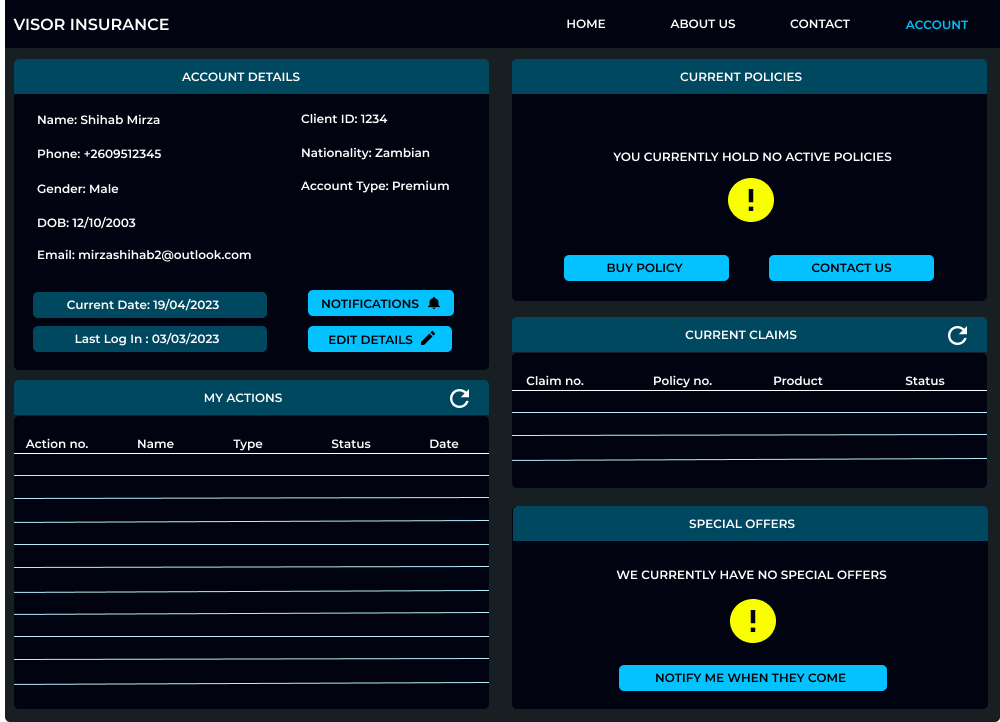
PROCESS PAYMENT

PROVIDE EXPLANATION

UPDATE CMIS

UPDATE CMIS

**User interface Design**

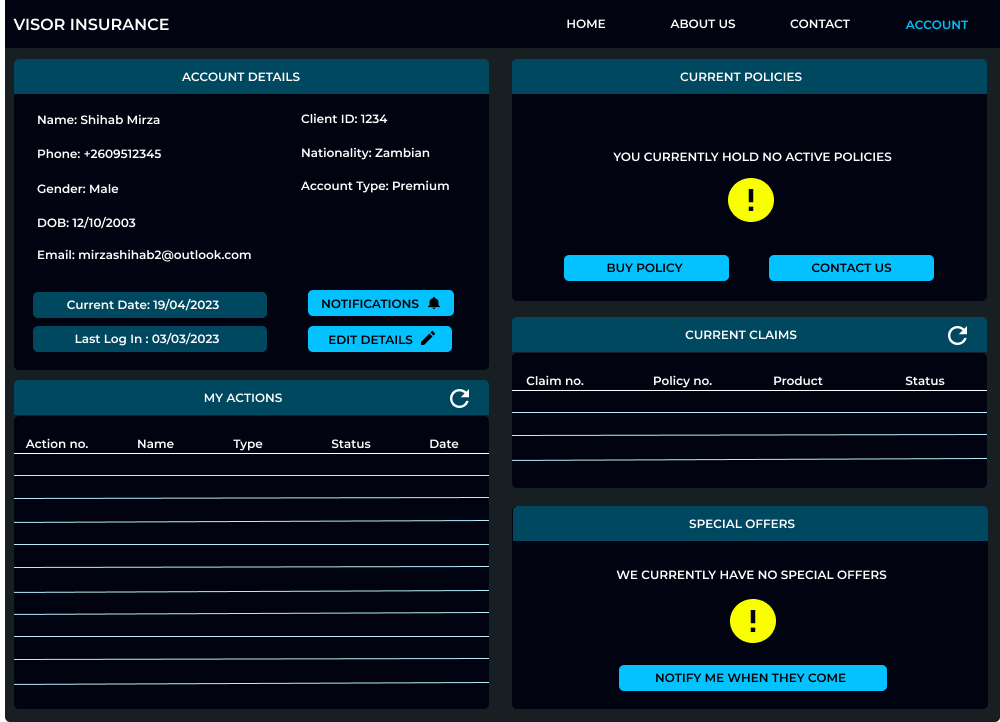
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**User interface Design (Annotated)**

CURRENT PAGE WE ARE ON

THE LOGO

NAVIGATION BAR



CURRENT AND LAST LOG IN DATES.

CUSTOMER ACCOUNT DETAILS

CUSTOMER CAN VIEW THEIR ACTIONS HERE

CLAIMS WILL APPEAR HERE

CUSTOMER WILL VIEW SPECIAL OFFERS HERE

ACTIVE POLICIES WILL APPEAR HERE

REFRESH

**TASK 5 (Reflection)**

**Description:**

During this assignment, I have learned about the importance of requirements gathering and user analysis in software development projects. I have also gained an understanding of different methods for collecting user data, such as interviews and observation. I was also exposed to new analysis methods like the SWOT analysis framework and stakeholder matrix.

**Analysis:**

This learning has helped me see the value of taking a user-centered approach to software development, and also to appreciate the importance of understanding user needs and user preferences. However, I found some of the technical aspects of the hierarchical task analysis to be challenging, and I struggled with identifying the key technical factors in the SWOT analysis. I also struggled a little bit on identifying the stakeholders in order to complete the stakeholder matrix.

**Action plan:**

To continue my learning, I plan to review the technical concepts and techniques covered in this session and practice applying them in different contexts. I also want to further develop my skills in user analysis by seeking out additional resources and training opportunities. I aim to set specific goals for applying what I have learned to my work in software development, such as incorporating user feedback into project planning and design. I also plan to improve my skills on developing the SWOT framework and the stakeholder matrix. Finally, I aim to practice on the concepts I will learn by analyzing real world scenarios.

***Word count: 1250 (excluding titles, tables and diagrams)***

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