

EXERCISE Week 12: Mobile and Web, Better Together

Due: December 05, 2019 by 11:59pm

Points: 10

Submitting: a file upload

File Types pdf

This will be a part of DP3 so expect to iterate on this.

Your goal for this exercise assignment is to compare a native mobile app and with its web site companion for the same business.

What to do:

Pick a company that has native mobile and a web site that does the same thing. Quicken has this, Vietcombank has this, as does Amazon.

Compare the design for their web and mobile versions and analyze how well each works (see below for specific requirements).

Upload a single PDF with your analysis:

1) What is the company's main business model and how well do they support this with their apps by discussing the following:

- **Name the business and briefly describe the main tasks for the business. How do they make money?**

Techcombank is a joint stock commercial bank of Vietnam, established in 1993 with an initial capital of 20 billion dong.

The bank offers a wide range of personal banking products and services with many utilities on high-tech platforms, many of which are first applied in Vietnam.

Including: - Account service - Savings products: There are forms such as locomotive savings, regular savings, real-time savings deposits, periodic savings "for the future", multi savings saving, paying interest steadily, saving accumulated savings, saving education

b. Card products and services include: Domestic debit card - F @ staccess, F @ staccess i and international debit card - TECHCOMBANK VISA. -

c. Business retail services include payroll services, on-site cash collection and payment, and equitization loans.

d. Other personal products and services include services such as: Guarantee, remittance, fast money transfer, discount of valuable documents, foreign currency exchange agent, bill payment service.

e. Electronic banking: includes a number of services such as: HomeBanking, Telebank, F@stMobilePay, F@st i-Bank, F@st S-Bank

2) Choose a task for mobile, and another for web and do the following:

- **Describe a task that works better for web (e.g adding recipes to MyFitnessPal)**
- A task that works better for web is Transfer credit card debt payment. Because Easy-to-see interface, convenient for bank selection.
- **Describe a task that is optimized for mobile (e.g. uploading nutrition information from a package)**

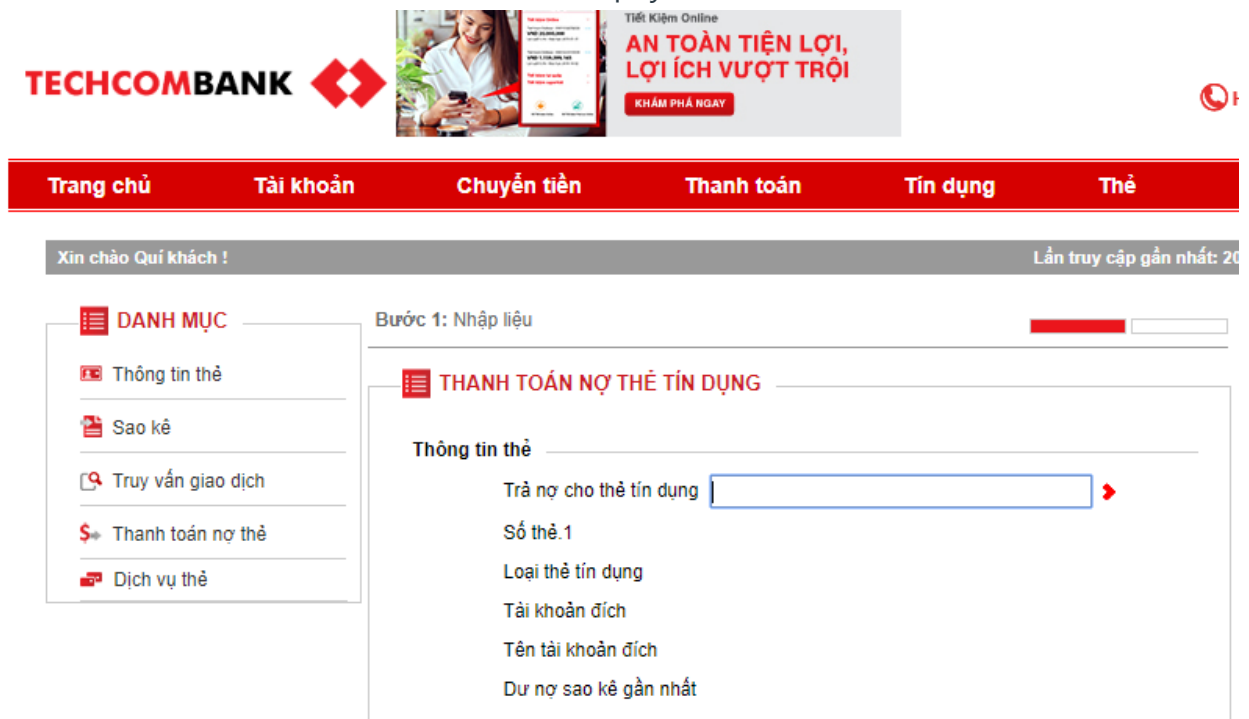
- It is to buy a recharge card for the phone. When you pay for the phone number registered on the bank card, you just need to press the button to do. If you want to top up, just dial the phone number and press the button.
- Document how each of the tasks are done - outline them as workflows - for web and with mobile.
- **Discuss how well the web or mobile versions support the business model (e.g. buying stuff, tracking my diet or exercise).**

Most people will use the phone version, because it is convenient, easy to use. For the web version, the majority of companies use it as salary transfer for employees, large amount transactions

3) Describe a "universal task" - one that is the same on web and mobile, such as buying a product on Amazon.com.

Techcombank

- Better on web = Transfer credit card debt payment



The screenshot displays the Techcombank website's main navigation bar with links: Trang chủ, Tài khoản, Chuyển tiền, Thanh toán, Tín dụng, and Thẻ. Below the navigation bar, a banner for 'Tiết Kiệm Online' (Online Savings) is visible. The main content area is titled 'Bước 1: Nhập liệu' (Step 1: Input) and features a sidebar menu with options like 'DANH MỤC', 'Thông tin thẻ', 'Sao kê', 'Truy vấn giao dịch', 'Thanh toán nợ thẻ', and 'Dịch vụ thẻ'. The main content area is titled 'THANH TOÁN NỢ THẺ TÍN DỤNG' (Credit Card Debt Payment) and includes a form with fields for 'Trả nợ cho thẻ tín dụng' (Pay debt for credit card), 'Số thẻ.1', 'Loại thẻ tín dụng', 'Tài khoản đích', 'Tên tài khoản đích', and 'Dư nợ sao kê gần nhất'.

- Better on mobile = buy a recharge card for the phone

16:09

2,8KB/s

78%

<

Nạp Tiền DD Trả Trước

>

Từ

VND-TGTT-VO SON THAO MY

STK

amount of money

>

Nạp tới số

Phone's number

Chọn mệnh giá nạp (VND)

50,000

100,000

200,000

300,000

500,000

Thực hiện

- Universal task = 24/7 quick transfer, all banks, all time

CHUYỂN VÀ NHẬN TIỀN NGAY 24/07



Dịch vụ chuyển tiền nhanh 24/7

- Nhận tiền tức thời
- Hạn mức giao dịch lên đến 300.000.000 VNĐ/ Giao dịch



Chuyển Khoản Nhanh 24/7



VND-TGTT-VO SON THAO I

10000017000000000000

VND

10000000000000000000

Vui lòng chọn phương thức



Chuyển khoản qua số Thẻ



Chuyển khoản qua số Tài khoản



Thông báo



Trong TCB



CK 24/7



Nạp tiền di động

NOTE: no credit will be given to assignments that use Amazon — we will have discussed these apps in class.

Rubric

Criteria	Pts
This criterion is linked to a Learning OutcomeBusiness Name, tasks, revenue model	1.0 pts
This criterion is linked to a Learning OutcomeBetter for web - description/flow, supports business model, why better for web	3.0 pts
This criterion is linked to a Learning OutcomeBetter for mobile - description/flow, supports business model, why optimized for mobile	3.0 pts
This criterion is linked to a Learning OutcomeUniversal task - description/flow for web and mobile, analysis (2 pts)	3.0 pts