

# ASSIGNMENT COVERSHEET FOR INDIVIDUAL WORK

## Faculty of Design and Creative Technologies

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<b>Paper Name</b>	Dao Minh Duc	<b>Paper Code:</b>	INFS604	<b>Assignment Due Date</b>	November 9th, 2023
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## **Week 6: Boundaries create scope and opportunities for business modelling.**

### **Why do business models focus on infrastructures and processes?**

A business infrastructure is the combination of how the business is structured and the internal, documented processes. One of the most important aspect for a business is profit. To maximize it, they must strive to optimize the internal operation and increase the efficiency of communication between departments. These objectives can be achieved with a well-designed infrastructure and streamlined processes. Furthermore, it can helps business scaling to be more efficient without sacrificing on many aspects, provides better consistency to both business management and customer experience. Good infrastructures can helps with risk management, and streamlined processes will help to resolve the situations when those risks become reality more effortlessly. And last but not least, it also provides confidence for business to innovate faster and respond more quickly to market demands, giving it an edge to the competition.

### **How can you become an Influencer for a social network business model?**

Social network, as the name implies, focuses heavily on connection and interaction between people. In this modern day and age, Internet has been helping to expand this network to reach almost every corner of the world. For businesses, online social network is a great way to increase brand exposure and lessen the gap with the customers. To become an influencer for a social network business model, the first and most important task is to have a brand account on as many major social network platform as possible. This helps your brand to reach more groups of customers and to be more flexible on types of content to produce, since each platform will focus on one or a few forms of content. After the initial step, you should push hard on producing marketing materials and content in as many formats as possible (blog posts, short-form/meme posts, long-form videos, short videos, etc.). This will boost brand exposure and increase the chance of going viral, creating a short-term trend. Lastly, you need to encourage customer interaction with call-to-actions (like share, follow, like, comment, etc.) and replying to users' comments. Comments are very valuables since they are direct feedback and reviews provided by the customers, and sharing is a form of indirect, free brand advertisement.

**Week 7:** Modelling for Business Process Improvement is a critical task for service system design and improvement.

### **Describe how Business Process Improvement methods work.**

Business Process Improvement methods provide the step-by-step guideline for business to follow to ensure a better, more efficient and cost-effective process can be introduced to the business, improve its internal processes. The initial step of these method requires business to identify and choose which process needs to be improved. After that, the selected process needs to be analyzed and mapped out its components and flows. This will help to identify parts that are bottlenecking the process and also areas for management or architectural improvement. With those components identified, new process and improvement solutions can be proposed and thoroughly tested. After testing, revising and making adjustment, the new process can be introduced and implement to the existing system. Finally, the process should be review and further improved in the future.

### **What should your models show to assure business value realization?**

To assure business value realization, a model should show 4 main aspects. Feedbacks from both business and customers during development process should be an important part of the model. This helps to improve communication, helps both parties to understand each other better and the service can be more closely match with customers' requirements and expectation. Furthermore, post deployment communication will help customer to provide feedback so that business can continue improving their service accordingly, further increasing customer satisfaction over a period of time. Additionally, one of the most effective ways to demonstrate and boost the value of a service is to provide metrics measurement and incentive programmes. Doing so will help the business to easily identify areas of the service that need optimization.

**Week 8:** There are many standard services frameworks that act as service reference models.

### **Why are these models so complex and confusing?**

These models are complex because they are trying to convey a lot of details of a very complex matter, which is service. Service is built with lots of components, layers and processes within a business, all to ensure the product satisfy the customers. Since each person have unique identity and personality, to satisfy as much customer as possible, services need to be designed to provide satisfaction to as much personalities as possible. Sometime they can also be confusing since there are a lot of moving parts within a business to ensure the service is operated and maintained properly, and not every one of us can fully understand every layers and aspects of it, especially the ones that are not within our profession or departments. A model is a representation of real world, and real world businesses are not simple. Thus, service models can be very complex and for some people, might also be very confusing.

### **How is ITIL used to assure technology services satisfy a customer?**

Usually, the development of a service starts with development and follows by improvement through feedback and response from customer. This way the business can be more focussed on the product, and improving it through feedbacks. ITIL, on the other hand, prioritize customer's needs and feedback, listening and analyzing their input, and only enter development process once the requirements are well-defined. This feedback-driven approach helps to ensure projects that use ITIL to assure that there product will meet as many requirements and expectations from the customer as possible. It also bridge the gap between the development team and the customer, uniting business operation and IT department, enhancing communication between parties to help translate business strategies and goals into technical requirements. ITIL also provide the guidelines to ensure uninterrupted service operation for the customer when changes are released by IT department.

## **Week 9: Standardized modelling of services assures consistency and interoperability of service systems.**

### **Describe how TOGAF models management requirements.**

TOGAF models management requirements by defining the steps that must be done. These includes both architecture and implementation aspects for both technology layer and business layer. The initial step is to visualize the overall architecture of the business. After that, the next three steps is where the architecture is defined and designed, with business architecture being the first step, and then followed by the architecture for the information system and the technology that are used. After having a well-defined logical architecture, we will move to the implementation phase where we convert them into physical view and planning. First part of this phase is to identify existing business opportunities and possible solutions, and based on them to plan and perform logical to physical migration. The second part will focus on management for the process of implementation and quality improvement, ensuring they can be performed correctly and efficiently. After this, the life cycle will continue to ensure the management requirements are up to expectation.

### **When and how are project management models used to improve services?**

Project management models are used when we need to implement standardized service model by providing a structured approach to the matter. By standardizing the process, it will reduce the risk of the project being overdue, over-budget or having inconsistent quality. It will also help to increase efficiency and flexibility, where a framework can be introduced and adapted to suit the requirements of each project, making the overall management to be more flexible since the workflow is more consistent across multiple projects. Furthermore, it also help business to identify areas for improvement and provide the process for change implementation for the project over time. These make project management model to be very suitable for services, since services are implemented through projects, and projects are used when we need implementation.

## **Week 10:** INFS604 has four Learning Outcomes. Go to the Descriptor in Canvas and say how you have achieved each.

The four learning outcomes of INFS604 – Service modelling course are:

1. Apply suitable tools and methods in service-based systems analysis and modelling: For this objective, I have been learning to use Archimate for modelling a simple business called “Mum’s Cake”. Archimate encourage the use of 6 layers and 4 aspects to model a system, which had helped me a lot when analyze and breaking down the parts and components of a business. The use of various shapes for types of element and multiple styling for the relationships between them provides flexibility to model a complex system and consistent visualization.
2. Apply suitable tools and techniques in service interface validation and quality analysis: To see how robust a system is and how reliable its outputs are, we need to validate it by using qualitative model validation. This method involves evaluating the tests carried out to guarantee that the model is functioning as planned, to determine whether the outputs are reasonable, and, in the end, to determine whether the model fulfills its intended purpose(s). On the other hand, to see if one’s model design is worth further consideration, we can perform 4-step idea validation and 5-question perspective validation.
3. Analyse, model and re-engineer business processes and user experiences in using digital services: Since the customer’s perception of services provided by business drives the service model, the interface of said services is modelled for user experience. Help desk, or service desk, is an example of such interface. It is a unit within the business to manage customer-related incidents and communication with the help of specialized logging and management software. This helps to simplify the steps that a user needs to perform to resolves their problems when using a service, which ultimately give them a better perception of the Quality-of-Service that the business provides. To constantly improving the quality and efficiency of the service, we can also use Continual Service Improvement guideline and measuring the delivery of IT service to the customer.
4. Utilise different infrastructure services in designs and analyse different service models and their impact in offering these services: In this modern day and age, cloud infrastructure is becoming more and more prominent due to its flexibility, ease of implementation and cost-effective. It provides services to every actors within the system: from the administrators (IaaS), to the developers (PaaS) and finally the end customers (SaaS) of a service. Combining with a robust technology infrastructure and well-defined process using a fitting model (customer experience, customer centric, data driven, etc.), we can efficiently design and analyze the servic models and their impact.

# ArchiMate Model





