

Week 4

Organizations and Information Systems

- Innovation:
 - Organizations continuously improving their operations by looking for fresh, new ideas
 - Can bring cutting-edge products and services that create new revenue streams
 - Can explore new markets and business approaches
 - Some IS departments are creating separate groups to explore new, innovative ideas

Organizational Culture and Change

- Culture:
 - Set of major understandings and assumptions shared by a group
- Organizational culture:
 - Major understandings and assumptions
 - May not be formally stated or documented
- Organizational change:
 - How organizations plan for, implement, and handle change

User Satisfaction and Technology Acceptance

- Technology acceptance model (TAM):
 - Specifies the factors that can lead to better attitudes about the information system, along with higher acceptance and usage
 - Factors include:
 - Perceived usefulness
 - Ease of use
 - Quality
 - Degree to which organization supports its use

Competitive Advantage

- Significant and (ideally) long-term benefit to a company over its competition
- Can result in higher-quality products, better customer service, and lower costs
- Organization often uses its information systems to help gain a competitive advantage

Factors That Lead Firms to Seek Competitive Advantage

- Porter's competitive forces model:
 - Rivalry among existing competitors
 - Threat of new entrants
 - Threat of substitute products and services
 - Bargaining power of buyers
 - Bargaining power of suppliers
- The more these forces combine in any instance, the more likely firms will seek competitive advantage

Strategic Planning for Competitive Advantage

- Strategies:
 - Cost leadership
 - Differentiation
 - Niche strategy
 - Altering the industry structure
 - Creating new products and services
 - Improving existing product lines and service

Strategic Planning for Competitive Advantage (continued)

- Other strategies:
 - Growth in sales
 - First to market
 - Customizing products and services
 - Hiring the best people
 - Innovation

Performance-Based Information Systems

- Major stages in the use of information systems:
 - Cost reduction and productivity
 - Competitive advantage
 - Performance-based management

Return on Investment and the Value of Information Systems

- Return on investment (ROI):
 - One measure of IS value
 - Investigates the additional profits or benefits that are generated as a percentage of the investment in IS technology
- Earnings growth:
 - The increase in profit that the system brings

Return on Investment and the Value of Information Systems (continued)

- Market share and speed to market:
 - The percentage of sales that a product or service has in relation to the total market
- Customer awareness and satisfaction:
 - Performance measurement is based on feedback from internal and external users
- Total cost of ownership:
 - The sum of all costs over the life of the information system

Risk

- Managers must consider the risks of designing, developing, and implementing systems
- Information systems can sometimes be costly failures

Global Challenges in Information Systems

- Cultural and language challenges
- Time and distance challenges
- Infrastructure challenges
- Currency challenges
- Product and service challenges
- Technology transfer issues
- State, regional, and national laws
- Trade agreements

The Personal and Social Impact of Computers

FINAL PAPER

Goal: *To shed light on various significant design issues to obtain richer understanding in the mobile app design process*

- *Is design market or individual driven?*

Importance of the Study:

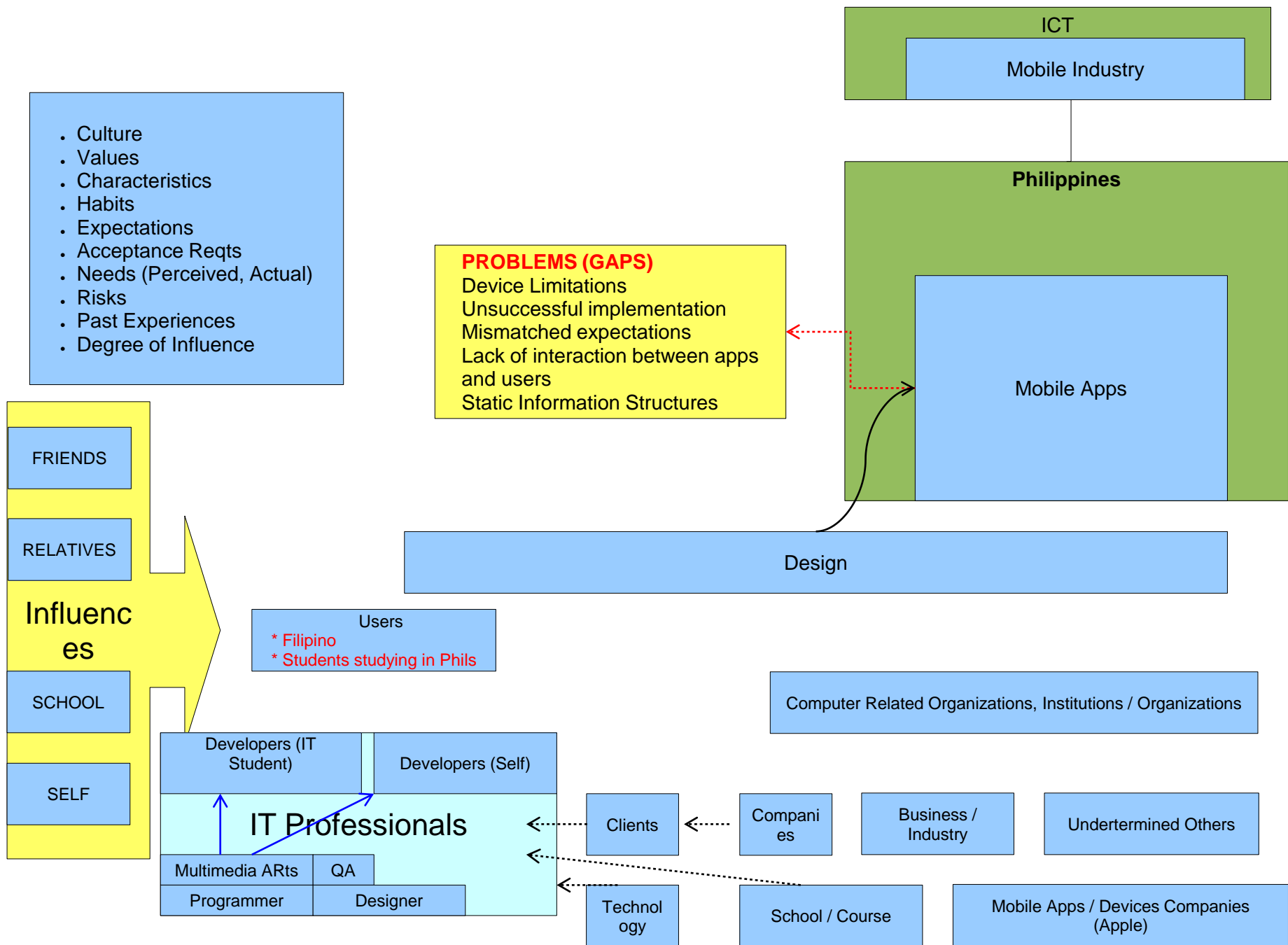
1. *Proliferation of mobile devices led to popularity of mobile apps*
2. *DESIGN of mobile apps is critical and challenging*
 - a) *CRITICAL*
 - i. *Increasing apps in marketplace makes competition tighter*
 - ii. *Use extends to essential areas: livelihood, health, banking, education and disaster preparedness*
 - b) *CHALLENGING*
 - i. *Design and development are difficult since mobile app design is different from system / software / website design and there should be considerations on ergonomics, connectivity, limited data entry, various screen sizes and orientations*
3. *Existing reviews and evaluations of designs are limited*

The Personal and Social Impact of Computers

FINAL PAPER

Problem:

Previous approaches in studying mobile apps do not clearly reflect the roles and influence of various actors in the design and instead lead to problems



The Personal and Social Impact of Computers

FINAL PAPER

Research Questions

- 1. Who are the actors in the design of mobile apps?*
- 2. How do these actors shape the design of mobile apps and what is the nature of their influence?*
- 3. What are the implications of these dynamics in the design process?*

The Personal and Social Impact of Computers

FINAL PAPER

Methodology – *this is where you come in*

- *Data will be gathered through surveys, interviews, focus group discussions.*
- *In the process:*
 1. *The various actors in the design will be determined*
 2. *The individual themes and perspectives will be induced*
 3. *Substantial findings and meanings will be created and interpreted*
 4. *Richer understanding of the influence of these actors will be obtained*

The Personal and Social Impact of Computers

FINAL PAPER

ASSIGNMENT

- Survey
- Interview
- Focus Group Discussion
- Research on Mobile App Design

GROUP	MEMBERS	ASSIGNMENT
A	<i>Acuna, Binag, Burgos, Carillaga, Chong, Cruz</i>	
B	<i>Dimapilis, Donina, Elizondo, Gaoaen, Gapay, Gonzales, Hidalgo</i>	
C	<i>Lino, Logronio, Luangco, Macasero, Maddatu, Mayo, Mendoza, Miranda</i>	
D	<i>Papna, Parian, Sagun, Samson, Sia, Urquiza, Uy</i>	