IS:241 Innoteck Memo Assignment 2 – Web Site Launch Failure Analysis

Q: What is the most famous botched web site rollout in recent memory?

**A: www.healthcare.gov,  the "Obamacare" website.**

To set the stage, please google on the term "obamacare website fiasco". You will find plenty of background articles to read. I have posted two of them on Blackboard, but there are plenty more. Please read several of them so you become aware of what happened. This website is a perfect example of what happens when critical Systems Analysis and Project management steps are not followed. Please note that Katherine Sibelius, the project manager, was, in fact, fired. This is what happens to Project managers who fail.

I also posted a memo from the chancellor of STLCC regarding the recent launch failure of the STLCC website.

One major cause of the launch failure was scope creep. Congress kept changing the specifications for the program, which changed the specifications for what the website had to do. As the requirements kept changing the programmers kept having to change what they were doing. It is not clear if they even knew what the most recent specifications were as they were writing the code for the website.

Let’s assume that Innoteck was one of the contractors on this botched website launch. With the knowledge you have gained, please write a memo to your contractual boss, Katherine Sibelius, with your recommendations for how www.healthcare.gov web site should be tested. (Please CC me in the memo, but write it to her.) Imagine that you are writing this memo 2 months before the scheduled INITIAL launch date. Make sure to use correct memo format and the Innoteck memo template. Please use the Chancellor’s letter posted on Blackboard as a model for this type of memo. Make sure to use the correct technical terms. Your memo should include

1) A general statement about what happened.

2) Polite and forthright explanation of why it happened.

3) Proposed method of avoiding those problems, including a discussion of how Agile Software Analysis methods might have been used to avoid those problems.

4) A proposed pre-launch test plan, and least two proposed alternative recommendations in case the site should fail one or more tests.

Have fun! There is so much to be learned by analyzing a major failure like this.

Note: I will be picky about this memo being in proper memo format. I recommend you use the Innoteck memo template. I am also picky about spelling and grammar. Please feel free to visit the College Writing Center in the Meramec library if you need help with your writing. If you do this, and attach the Writing Center Green sheet, I will award 4 points Extra Credit.