

ICT Trends CAT 2 Group Work BTech Y4 All Groups

Building Different Use Case Scenarios for organizations to innovate using the latest emerging technology trends (h/w & s/w)

Start Date:- July 07th 2023

Deadline/ Submission/Presentation Date August 23rd, 2023 9am

Total Marks 20

Submission Method: Class peer to peer PPT presentation & file upload of Company Pitch (PPT & MS Word documents)

Assignments learning objectives for this module:

1. Group work: working as a team
2. Analyse real organizations to recommend how they can innovate using Emerging Trends
3. Build Profile of real organizations product/service offerings to show how and where they can use the latest software and/or hardware ETTs to cause disruption

INSTRUCTIONS:

1. Form a Group (no more than 3 people)
2. Select a company based in Kenya but does not have to be Kenyan (e.g. but not limited to: **TALA, SENDY, JUMIA, JIJI.CO.KE, SHOWMAX, MULA, TIMIZA, MY DAWA, BEBA BEBA, LITTLE CABS, SAFARICOM**)
3. Familiarise yourself fully with company operations (especially if they use any tech in their main product/services) Use Youtube, Google, etc to research and investigate the company. Discuss with the lecturer your findings during weekly progress meetings
4. Use the ETT Lifecycle to track their product/services successes and failures

INSTRUCTIONS:

4. Build 4(four) mini-use cases which the company can reinvent themselves using Emerging Tech

-Use Case#1 user experience reinvention (use 1 E.T. h/w or s/w)

-Use Case #2 Product performance improvement (use 1 E.T. can be similar or different to UseCase 1 h/w or s/w)

-Use Case #3 Greater society Impact (use 1 E.T. h/w or s/w can be similar or different to Use Case 1&2 h/w or s/w)

-Use Case #4 Improved UI and UX (use 1 E.T. h/w or s/w can be similar or different to Use Case 1/2/3 h/w or s/w)

INSTRUCTIONS:

5. Each group prepare 1 PPT (4 slides) presentation showcasing all 4 mini use cases and 1 MS Word. Presentations will be made to the class as well as a panel of invited representatives from the profiled companies
6. Each Group will be allocated specific times and dates for progress meeting updates (Wednesday classes are designated face to face Group progress meetings and for CAT 1 theory)
7. Submission:- PPT document, class presentation, and MS Word Document

INSTRUCTIONS:

Final MS Word report Format

Page 1 Title page(include all group member names, student numbers, also include names of the apps or websites tested. Include TuK logo)

Page 2: discuss company background/history/main product/service and Emerging Trend selected to innovate their main product(one page only!)

GUIDELINES:- what problem can implementing the ETT help to solve? who are the targeted users?

Final PPT presentation Format

Final PPT Format to be given before end of CAT

SUBMIT YOUR GROUP NAMES TO CLASS REPS by 14th July 2023

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GOOD LUCK