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# Project Description

TDT4252

Assignment 2

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# Chapter 1

## Project description

### 1.1 Organizational Target

For my project, I have chosen to model the student organization Online, which is the organization for all informatics students.

Online has grown into a large organization, with over 90 volunteers, and an annual turnover reaching six figures.

It has several business areas, ranging from income-generating areas like company presentations and courses held by companies, to free services and subsidiaries intended for the students.

The main purpose of Online as an organization, is to provide additional services to its students, that are not provided by the university.

Main focal points for the organization are:

- Giving new students a warm welcome (Fadderuker)
- Setting the stage for student to business relationship, through company presentations and courses
- Providing courses in relevant subjects and technologies not provided by the university
- Arranging social activities for its students like international field excursions, paintball, ski-trip to Åre etc.

Online as an organization is run on a day to day basis by the board of directors, called Hovedstyret. It consists of division executives, as well as a leader and second-in-command.

The different divisions are called committees, and have responsibility for their particular business domain within the organization.

An example of this is for example dotKom, which is the systems management and development committee, responsible for developing, managing and hosting the IT-services within the organization. The IT systems in turn support other divisions in their line of work. Another example is bedKom, which is responsible for maintaining communication with the corporate world, arranging company presentations, and listing career opportunities available for students.

## 1.2 Goal, Purpose and Scope

My goal for this project is to take a look at the main income generating business process in this organization, namely the company presentations. I want to look at how this process works in practice, which subprocesses are involved, and how the IT infrastructure help support these processes.

The scope is therefore defined as Online as an organization, facilitating a company presentation for its students.

This main business activity initiated by the bedKom (committee responsible for corporate communication) consists of several subprocesses, including inter-division requests and work-delegation.

My purpose is to analyze how the processes work, and attempt to create a model that optimizes workflow and increases efficiency. Ideally, I want to formalize an enterprise architecture for Online that allows new perspectives and yields innovative new approaches to solving business goals.

## 1.3 Motivation

Since I am involved in this organization, I have a special interest in how it works, and on the efficiency of reaching its business goals. It is, after all, an organization based entirely on voluntary work. Having an architecture that increases net efficiency, by automation and workload reduction, would greatly benefit the students involved and ideally reduce study pressure.

More concretely, I am involved in the systems management and development committee of the organization. That makes me a stakeholder on a personal level, responsible for facilitating

the tech and application level of the architectural model.

## 1.4 Additional questions

- Since I have chosen an organization I am familiar with, what is the level of detail required from me in the model?
- I know one other person that have chosen a very similar problem, who also is in Online. Will that be a problem? My focus will mainly be on the optimization/automation of business subprocesses and taking a good look at the technical and application layer.
- What is the actual requirement of this project? I find it hard to know what the grading criteria will be, or what is expected in terms of model detail, accuracy, and especially potential for innovation.