Case Study Assignment

INFO 5814

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**Course Name:**INFO 5814 Website Development

**Context:** A Case Study on the Web Development Process, CMS, and Templates.

**Filename:** Research\_Paper\_YourFirstName\_YourLastName.docx

**Citation Style** APA 7.0  *See*[https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/general\_format.htmlLinks to an external site.](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)

Instructions: Case Study Assignment – INFO 5814

*Greetings, Students:*

*Case studies help you explore real-world scenarios and express a solution that requires critical thinking. Carefully read the scenario below, conduct research, and write a 6-8-page essay in response. A case study is a written narrative, a description, a discussion, and an evaluation of a real-life scenario with a conclusive position and recommendations for adoption or application.*

***Download this template to help you get started with this case:***

[https://www.dropbox.com/s/kfnwaqk52hd4s7u/LNAME\_FNAME\_Case\_Study\_DrTandDrM\_APA\_Template\_7th\_ed.\_student\_papers.docx?dl=0Links to an external site.](https://www.dropbox.com/s/kfnwaqk52hd4s7u/LNAME_FNAME_Case_Study_DrTandDrM_APA_Template_7th_ed._student_papers.docx?dl=0)

Case to Analyze (Scenario)

**You have been commissioned to re-design the website for the Educational Scientific Institute. The institute is fictional, and you are a fictional potential client or business that is proposing to improve the current website. The current website follows a WEB 1.0 model, that is static with no user interaction or back-end databases. The code is written in HTML 4.0 with no external CSS code for presentation. The website has become very difficult to maintain.**

**Keep in mind that this is a proposal and not an actual implementation of the new website. Implementation comes after the client accepts of your submission as structured via this case study. The institute, among other things, teaches the scientific process.  Social Scientific research has four categories:  Descriptive research, Exploratory research, Explanatory research, and Evaluation research.This forms the basis of the content that you will ultimately import to the new website.**

**Write a proposal (case study) proposing a website that educates the public on each of the above four research categories and improves on the antiquated design of the current website. Also, make the case for each of the three alternative options below:**

* Alternative Option 1 - Creating this website as a traditional static HTML5/CSS website
* Alternative Option 2 - Creating the website as a Content Management System (CMS).  What are the common CMS Open-Source tools and how has the CMS shaped current website design trends? What are templates, and how do they relate to CMSes
* Alternative Option 3 - Creating the website as a Web 4.0 system. Be sure to define and describe what Web 4.0 system is.
* **Explore and describe the benefits and financial costs of each option.**
* Present a table breaking down each of the costs of the alternative solutions. Consider: what will your technology consultants/web developers charge? What are the hosting, domain, and maintenance costs of the system? What about the cost of your team's travel, and/or meetings virtual or in-person? Are there any template or licensing costs? Be transparent, and upfront with the client on all potential ateratives.
* In the paper, also explain the importance of information organization and web development maintenance. What considerations must we make related to how the navigation menu will be arranged? What role will they play in each of your alternative solutions?
* Choose and recommend one of the alternative options that should be adopted or implemented to better resolve the issue (scenario) most appropriately. Be sure to **highlight the 3 solutions: (static, CMS, and Web 4.0).**
* Make a strong case for why your recommended option is the best of the three alternatives.
* Identify who will be responsible and accountable for the tasks associated with the solution.
* **Describe how often you will check on the progress of the chosen option**
* Describe how often the website will require maintenance and who will be responsible for it.
* Describe measures for success. How do we measure so that we can make appropriate corrections?
* Discuss the Web Content Accessibility guidelines. Why are these guidelines important to website design? What are the implications for making a website accessible? See: [https://www.w3.org/WAI/intro/wcagLinks to an external site.](https://www.w3.org/WAI/intro/wcag)
* The use of a minimum of three (3) scholarly references is a requirement for this case study assignment. You may indeed site practitioner websites as well in addition to these scholarly sources. Hosting companies like Godaddy, and Hostgator are very credible sources.

Other Major Required Elements in the case study:

**For maximum points,**a thorough case analysis shall include all the elements described above and below:

1. Use a Case Study format to analyze the case.
2. Clearly define the problem.
3. Describe your fundamental background assumptions related to the case (scenario).
4. Research and describe the three alternative options and choose/recommend one option for the customer (see the scenario and guidelines above).
5. Demonstrate your creativity and critical thinking capabilities; describe how you would solve this particular case (scenario).

Remember:

This case involves a description of a process of re-designing an existing website and educating the public on how the scientific research process works. The website of the Educational Scientific Institute is out of date and requires an upgrade.

Keep in mind that:

* You the student, have been commissioned to propose the process for that upgrade.
* First, research the current system and describe its shortcomings [it is an older (outdated) static website with no interactivity].
* Then, describe 3 website design methods (alternative solutions) and propose the best solution for the client. This is all for the client to review and approve. Remember, the client decides.
* The content on the website will relate to the scientific process.
* Propose improvements and/or solutions
* Does the new design look aesthetically appealing?
* Does the new design capture the content per the client’s specifications?

Paper Submission Format

* *Title Page: On the title page, list the title of your case study, your name, course name, professors’ names, and semester.*
* *Filename:****Research\_Paper\_YourFirstName\_YourLastName.docx***
* *The preferred citation style is APA with a title page, introduction, body, and conclusion.*
* *For APA 7, be sure that you include an abstract on a page of its own (page 2). Additionally,  on page  2, include keywords at the bottom of the text per the Purdue guide's details.*
* [https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/general\_format.htmlLinks to an external site.](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)
* *Double-space your entire paper*

Further Resources to Help Find Information:

* On the topic of this research, the difficulty in finding resources is expected since this is more on the practitioner side rather than the theoretical side.

Check out the UNT library databases:

[https://library.unt.edu/Links to an external site.](https://library.unt.edu/)

Try these keywords:

* Human-computer interaction and usability design of menus as well.
* Also try:
* web development maintenance
* web development maintenance + information organization
* web maintenance
* Content Management System
* Content Management System + website design trends
* Content Management System + current website design
* There can still be some best practices in the older articles.

Also, keep in mind that W3C, Joomla, Drupal, and WordPress are industry standards related to web development and content management systems. They are indeed proper sources to cite in this regard.

**Thanks.**

**Dr. Tyson McMillan and Dr. Samuel Muwanguzi**