## Capstone: Alternative Matrix

Information Systems Development and Design and Capstone Course (IS-5303)

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Serve on Door (SOD) is an e-commerce company intended to provide various services. The below document will explain the alternative matrix template in details. The document will have three major criteria : technical, economical, and organizational.

**Technical Criteria**

1. System Upgrade

System upgrade has many aspects like infrastructure, hardware, software, and servers. We have opted for a *prepackaged* option. All the various aspects come in the package with AWS which make it easy for Serve on Door to upgrade. Also, there is no overhead of cost, the company has to pay per use. There is no impact on the end user as there will be no downtime.

1. Improvement in Security and Performance

System improvements in security in performance is essential for any company. The knowledge about system usage and possible security threads can be vast and often unknown. We have opted for a *prepackaged* option. With the pre-packaged AWS application, performance and security are well handled. As a company, with the pre-packaged option, there is less cost involved.

**Economical Criteria**

1. Cost of the Project

We have opted for *prepackaged* option as the cost is pay per use. There is no agreement for AWS service usage and the development effort is quick, which reduces the project cost. Along with that, AWS services can scale up or down automatically. The cost of the project will remain constant throughout the project life cycle with pay per use basis. There is no capital required for infrastructure as everything is hosted on the cloud.

1. Maintenance cost

We opted for the *in-house* option. This option will be fit for the company. Most of the services given to the customer like transport, cleaning, and grocery needs in-house monitoring and maintenance for better customer satisfaction.

**Organizational Criteria**

1. User Traning

A maximum number of the users of Serve on Door will be common people who may not be groomed to use e-commerce site. User training will become an essential part of the success of the business. We have opted for *outsourcing* the user training, so that company's representative can meet with the vendors and explain them the system UI and usage.

1. Brand Expansion

We have opted for *Outsouring* option. As most of the users like vendors, sellers, and customers are the local population, we have opted for outsourcing to increase the brand value of Serve On Door company. Being a local business, most of the customers, vendors, and sellers are directly influenced by advertisement and word of mouth. The inception of the company is limited to Kosciusko county, where the company is trying to lure vendors by meeting them and requesting them to join the venture. As the brand value increases, we will need more people to connect with local businesses and bring them to Serve On Door.

We have chosen **Pre-packaged** option as acquisition strategy, because :

* + Easy system upgrade.
  + No infrastructure required.
  + Cost is low.
  + Pay per ruse with no contractual limitations.
  + Globally accessible.