

Case Study – 2 (25 points)

Name: Patrick Woodrum

Clemson ID: C79975506

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(10pts) Perform a SWOT Analysis for the Book Exchange Project (Fig 2.1 & 2.2)

Strengths	Weaknesses
New idea, no big companies have taken it	Book contributions may deter some users
Strong team foundation	High number of book contributions
Creates a strong community for book lovers	Book ratings of G/PG limits the audience
Implementation of an app makes it easy	Needs a better name for popularity
User accounts create in-app personalities	Limit on number of books that can be borrowed
Unlimited borrowing time restricts no one	Seems as though it will EITHER be on desktop or mobile, not both
Forced contribution means no freeloading	
Good administrative controls	
Opportunities	Threats
Good basis for future expansion nationwide	Physical books are losing popularity
User account system is friendly to everyone	Book reading can be a hard niche to get into
Shows potential to spread by word of mouth	Libraries are dying
Implements modern software	Demographic for avid readers is older and less familiar with technology
Potentially cloud-based and future-proof	May need a strong customer support team as well

(5 pts) Identify the External & Internal Factors that might impact the Book Exchange Project (Fig 2.6)

Internal factors

-The average demographic for avid readers is older and less familiar with technology, they may need more customer support or a customer service system that requires more employees or a new system

-There are 2 IT staffers that will make IT decisions and relay it to all 7 developers. This may or may not be a good thing for communication

- The technology used needs to be modern and easy-to-use so that focus isn't turned to fixing problems and squashing bugs as opposed to making the system better or helping customers.
- The initial contract is a fixed fee, this could prove to be a problem if the client wants a tech-savvy, modern application that the team cannot afford to create
- As with some projects, the one founder or owner may have a say on things that the team does not agree with, or may find difficult to implement

External Factors

- Will the community grow quick enough and large to provide an actual library of books for users?
- The users and suppliers may contribute books that are not appealing to anyone else
- The system's technology needs to be exceptionally easy to use and not confusing to navigate, as that will immediately deter new users
- How will the project deal with potential competitors who will up us?
- If physical books are being used, there needs to be a tracking system implemented to resolve tracking issues or shipping problems for both the company and the clients

(10 pts) Build a feasibility study for the Book Exchange Project (Fig 2.12)

Operational Feasibility

- Will the application be easy to use and easy to learn?

Preferably so, it is intended to be a family friendly book exchange that everyone should be able to access

- Will the system require training?

Hopefully there will be no more than a tutorial involved for new users and possible a "Tip" system that helps them navigate

- Do legal or ethical issues need to be considered?

No, unless users attempt to contribute/borrow unethical or illegal books from the system, which will hopefully be flagged beforehand and removed or prevented.

Economic Feasibility

- Will costs exceed benefits?

While the initial development is a fixed fee, there does not seem to be a plan for further profit from the project, so any extended maintenance from the team after initial development may result in losses

- What equipment is necessary to build this project?

Team members should all have access to laptops/computers that are capable of app development and maintenance, whether they will be provided these or not depends on the client/founder

-Again, what kind of maintenance will occur and will there be membership fees?

The big question for this project as far as profit goes is the specification of where the money is coming from. Will there be ads in the app? That will deter users. Will there be a subscription service? Will users be able to pay more to contribute and borrow more?

Technical Feasibility

-As stated above in economic feasibility, what equipment and technology will be necessary in completing this project?

Will hardware be provided for all team members, as well as software resources?

-Does the proposed platform have capacity for large growth?

If the goal is to go nationwide and eventually global, the infrastructure behind this application will need large capacity to sustain all the users. This may incur an added cost

-Will the hardware and software be both compatible and easy to use?

If users wish to make transactions, will they easily be able to link other platforms or methods that allow ease-of-access?

Schedule Feasibility

-What time frame does the team have to complete a project of this size?

If the goal is to eventually make the project nationwide and global then the technological aspect of software development will need time to craft a quality product and iron out problems that may deter users or future growth

-Will the IT/software team be in control of the timeframe and able to work as necessary?

A project of this size needs a lot of communication and a lot of testing. Our hope is to have ample time to figure this out and provide a reasonable project as a starting point.

-Will an accelerated schedule pose potential future risks?

If the team were forced into accelerated action and put out an incomplete or prototype of an application, will it be enough to begin the project or will it require more time and resources to make it a feasible project for users to join?