

Class Exercise – 7.1

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Submission: Save this Word document with your answers as a PDF file and upload the PDF file to Canvas.

Downtown!

Downtown! is a rapidly growing web-based retailer with about 100 management and technical support employees at its headquarters office in Florida. Mary Estrada, the firm's IT manager, is planning a new information system that will give users better access to sales and marketing data and trends. She has a concern, however. She knows that users often request reports but use only a small portion of the data. In many offices she sees inbox's filled with printed reports gathering dust. Mary asked for your opinion.

1. What if the new system allows users design most of their own reports without assistance from the IT staff, by using a powerful, user-friendly report writer program. How does this impact the development?

Development of the report system will become more complex and require more time.

Instead of plotting down a specific format and running with it, developing a user-friendly report writer program will require a lot more freedom in what the user can do, involve more restraints in the programming, and require thought about what can go wrong, how to fix it, and then potentially require customer support for those that do not understand the system or cannot work it.

2. What are the pros and cons of giving users total control over output?

Pros – Specific reports tailored to exactly what they want/need

-freedom of speech on reports

-All data is known to be a thought process of the users

Cons – Lack of organization

-lack of drive to fill out forms they must create

-freedom of input means more extreme/vulgar responses

3. Do you think the users would request as many custom reports? Would the new feature be used?? Why or Why not.

I think the feature would be used, but not nearly as much as the previous format. People don't like when things aren't provided for them and made easy, so when they see that there is no form or format and they must do it themselves, it may push them away. On the other hand, the users that truly want to report something will take the time to create their report and make it customized to their specific need. The amount of "Spam" reports will decrease, but the total number of reports may also decrease.