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# ASSESSMENT 1 — Case Study Analysis

**Due:** Start of Week 4, Monday 5 pm (ACST/ACDT)

**Weighting:** 20%

**Word Count:** Maximum of 1000 words

The word count does not include references and tables.

## Purpose

The purpose of this assessment is to prepare you for further analysis and to test knowledge of foundational material in the course. You will develop your skills in reviewing a scenario or case and being able to apply knowledge of human factors and ethical issues, and the consideration of solutions that draw on human and ethical factors.

## Introduction

Conduct a situational analysis of the provided example case study to identify issues in human factors and ethics.

## Scenario

You have just started a new job as a development team leader. You have been asked to evaluate a smartphone-based online travel management system that is in development, to identify any issues that this new software might have from the human factors or ethical perspectives. This system tracks the trips that a person is planning to take, or taking, with information on hotels, flights and other useful information, including pop-ups to warn the user that they are about to miss a flight. For security, the user must log in to the application once per day, to minimise the chances of a data breach in case their phone is lost.

The software is based on an older system that is being updated to run in the mobile (phone) environment. There is an existing client base that the software has been serving for the past 10 years and all these clients are being migrated into the new environment.

Because of growing costs, the original web-based application will be shut down in favour of the new mobile system one month after the launch of the mobile platform. The mobile platform will have built-in advertising to offset development and operational costs. Only people on the mobile system will have access to their records of travel from before the changeover point. Users must access the system yearly to keep their accounts 'live', or the accounts will be deleted 366 days from time of last activity. The system uses two-factor authentication to protect user accounts, where each login generates a message sent to a phone number registered by the user and the user must enter this code to continue logging in. If there is no phone number, the system sends an e-mail to the user to request a phone number.

As a guide for your analysis, consider the difference in human factors between a web-based environment, which can be viewed on many different types of computers, and the presentation of a mobile application. Draw on your own knowledge and experience of using a system across two platforms to identify potential human factor issues. To guide your ethical analysis, think about the users that have been associated with the system over the past 10 years and what is happening with their data.

## **Your Task**

1. Identify up to four human factor issues with this software and its development, describing what each issue is.
2. Identify up to four ethical issues with this software and its development, describing what each issue is.
3. Briefly outline how this software development process could be improved with fewer human factors and ethical issues.

Reflect on the scenario description presented and draw on course materials and readings provided in weeks 1–3. You may use the rubric provided to self-evaluate the extent that your written assessment piece addresses the key assessment criteria.

# Outcomes

This Task addresses the following Course Learning Outcomes:

- CLO 1: Discuss identified human and ethical factors that can affect digital solutions
- CLO 2: Discuss ethical factors from a traditional ethical and code-of-conduct based focus
- CLO 3: Critically evaluate digital solutions from an ethical perspective
- CLO 4: Evaluate solutions to address human and ethical issues in the design of digital solutions
- CLO 5: Develop solutions to address human and ethical issues in the design of digital solutions

# Requirements

- You must submit your assessment using the relevant portal in MyUni, providing your report on the human factors and ethical issues in the scenario, supported by reasoning and references.
- All written assessments (excluding quizzes) must be submitted using a text document e.g doc, docx, pdf via the link at the top of the page.
- Consult the assessment rubric when preparing your submission.
- Questions can be posted to the relevant assessment Discussion Board.

# Referencing Style

The referencing style is [UoA Harvard](#) referencing style.

# Academic Honesty

Please ensure that you have read the [Academic Honesty Policy](#).

# Grading Criteria

This assessment is worth 20% of your overall grade. Refer to the attached rubric for detailed information on the grading criteria for this assessment.

## Rubric: Assessment 1 — Analysis

Criteria	Ratings				Points
<b>Human factors</b>  Identify four or more human factor issues with detailed analysis	<b>Points: 4.0</b>  <b>Name:</b> Full points  You have identified four or more human factor issues with detailed explanation about how those factors influence the design and examples from the scenario.	<b>Points: 3.0</b>  <b>Name:</b> Partial points  You have identified three or more human factor issues with a brief explanation of each that link to the scenario.	<b>Points: 2.0</b>  <b>Name:</b> Partial points  You have identified one or two human factor issues with no explanation.	<b>Points: 0.0</b>  <b>Name:</b> No points  You have not identified any human factor issues.	4.0 pts
<b>Ethical factors</b>  Identify four or more ethical issues with detailed analysis	<b>Points: 4.0</b>  <b>Name:</b> Full points  You have identified four or more ethical issues with detailed explanation about how those issues influence the design and examples from the scenario.	<b>Points: 3.0</b>  <b>Name:</b> Partial points  You have identified three or more ethical issues with a brief explanation of each that link to the scenario.	<b>Points: 2.0</b>  <b>Name:</b> Partial points  You have identified one or two ethical issues with no explanation.	<b>Points: 0.0</b>  <b>Name:</b> No points  You have not identified any ethical issues.	4.0 pts

<b>Evaluation</b>  Detailed evaluation and reasoning	<b>Points: 4.0</b>  <b>Name:</b> Full points  You have included a detailed evaluation with equally detailed reasoning.	<b>Points: 3.0</b>  <b>Name:</b> Partial points  You have included an evaluation with appropriate reasoning.	<b>Points: 2.0</b>  <b>Name:</b> Partial points  You have included a brief evaluation without reasoning.	<b>Points: 0.0</b>  <b>Name:</b> No points  You have not included any evaluation.	4.0 pts
<b>Evaluation</b>  Alternative solutions provided with full justification	<b>Points: 4.0</b>  <b>Name:</b> Full points  You have included a detailed description and justification of alternative solutions.	<b>Points: 3.0</b>  <b>Name:</b> Partial points  You have included multiple alternative solutions with brief justification.	<b>Points: 2.0</b>  <b>Name:</b> Partial points  You have included a single solution without complete reasoning.	<b>Points: 0.0</b>  <b>Name:</b> No points  You have not included any alternative solution.	4.0 pts
<b>Full and accurate reference lists</b>  References have been used consistently and accurately	<b>Points: 4.0</b>  <b>Name:</b> Full points  You have included a full reference list using appropriate and consistent referencing conventions.	<b>Points: 3.0</b>  <b>Name:</b> Partial points  You have included a full reference list with some minor referencing errors or inconsistencies.	<b>Points: 2.0</b>  <b>Name:</b> Partial points  You have included some references, although the list is incomplete or missing information.	<b>Points: 0.0</b>  <b>Name:</b> No points  You have not included any references.	4.0 pts
					<b>Total pts</b> <b>20.0</b>