

Criterion B: Analysis

Proposed solution:

There were a few ideas that my client(Mr.Basil) and me had discussed. Two of the best IT solutions are:

1. Creating a Earth Club website

- Advantage
 - Two way Communication
 - Can be accessed anywhere, anytime with internet connection
 - Fast internet connection might not be required
 - Has a long-term benefit - Website can be updated anytime through the source code.
 - More formal and professional
 - Infinite and a variety amount of contents can be organized in many webpages, without reducing performance. (Ex. Videos, Texts, Pictures, Animation, Attached files, etc.)
 - Can provide links to other relatable websites.
 - Contents are easily collected and printable.
- Disadvantage
 - Requires longer period of time.
 - More difficult to create since layout, contents, navigations should be thoroughly planned before proceeding to creating the actual website.
 - Need to look through webpages manually, so user-friendliness is largely dependable on navigation.
 - Internet Connection is needed to initially load a page on the website.
 - Basic computer hardware and software is required. (Ex. Screen, web browsers,etc.)

2. Creating promotional video and publish it in a Youtube Earth Club Channel

- Advantage
 - Can be accessed anywhere, anytime with internet connection
 - Easily spread: notifies subscribers' homepage when new videos is uploaded.

- Suggestions to related video is displayed after watching one, therefore easy navigation is already provided by host site(Youtube).
- Playlist can be made.
- Videos are easily shared by users- to Facebook, twitter, blogger, tumblr, reddit and other social media.
- Disadvantage
 - Fast internet connection might be requisite, as loading videos continuously requires more bandwidth.
 - The video itself is a one-way communication. But even when uploaded to the channel, although comments are allowed, it's less formal since spams and inappropriate comments is more likely to occur.
 - There's a limit to how much information should to be put together in one video; since long videos will bore the users.
 - Layout is automatically set by host site (Youtube). Customizing the channel design is limited to the templates given by the host site.
 - Short term only - the information in the video can be outdated. If modification is needed in the video, an entirely new video had to be made and updated.
 - Hardwares like speakers are required. Furthermore other basic hardwares such as screens, trackpad, etc. Web Browser is also required.

My client agreed that the idea of a website would be a better choice, as websites would include a wider range of audiences and would benefit Earth club's purpose in a long term - not just promoting to local community, but as a global issue. He mentioned in the interview that currently there are not much promotion going on in Earth Club, and websites would have higher chance in exposing larger communities.

Requirement specification

IT system requirements

- Hardware
 - Basic computer systems – screen, keyboard, speakers are needed for basic input/output processing.
 - Video and Sound recorder (Digital Cameras) – will be required to create videos, sounds, and other multimedias for the website.
- Software
 - Video Editing software – like iMovie
 - Web Browser
 - Word Processing software
- Network
 - Broadband/dial-up internet connection to have the access to the website.

System interaction

- Website is supported by different web browsers – Website should correctly function properly in variety range of web browsers, since users might use different web browsers. (Ex. Safari, Google Chrome, Firefox, etc.)
- Compatibility in different devices – It is important that the website is compatible in various devices (Ex. Laptop, Phone, Tablet, etc.). Therefore, is easily accessible and could be more efficiently used.
- A domain name is required in order to publicize the website online throughout the host.

Input/output requirements

Input requirements

- Promotional Earth Club video
- Contact Informations
- Survey form – where users can give feedbacks to Earth Club
- 'About Us' Information – Brief to users the club

Output requirements

- Uniformity of layout
- Clear Navigations – Navigation bar positioned on top of each page
- Hyperlinks connecting webpages
- Easy-to-read fonts
- Easy-to-see color combinations

Processing

- Queries from the comment bars and 'contact us' should go directly to Earth Club's e-mail
- All links should go to the right webpages and opened accordingly (Ex. To new tabs, new window, alerts, etc)
- Javascript functions/buttons should all work accordingly.
- Files can be easily downloaded to user's computer system
- Pictures/graphics or videos are displayed properly

Security

- Host the website from an authorized organization
- Authority to update the website is given to Mr.Basil, me and the leader of EarthClub, to prevent misuse (inappropriate informations) by an unauthorized access. This will also protect the reliability and integrity of the contents of the website.
- Backing up all datas on the websites and securing the other copy to prevent data loss if data is lost/damaged.
- Necessary to include copy right protection on Earth Club logo (which is original and all rights fully owned by Earth Club)

Specific performance criteria

1. Website should function properly in all web browsers(Ex. Google Chrome, Firefox, Safari, etc.).
2. Website should be compatible in all devices (Ex. Desktop Computers, Laptops, Tablets, Smartphones, etc.), and tested thoroughly.
3. Website is user-friendly, as it should include easy navigations and good color combinations which is easy to view.
4. Website should be well-designed and layout stays consistent throughout every pages in the website.
5. Website should include 'comments', and 'contact us' form in which users can easily and directly communicate to Earth Club email, forms (spreadsheet), etc.
6. Files such as images should be easily downloaded into users' computer system.
7. Frequent consultations with the client should be present in every stages. All contents should be provided by the client, and designs are agreed by the client before proceeding.
8. Website is thoroughly tested and free of errors.

Justification of chosen solution

Out of the two best IT solution (Youtube video and website), website seems to be most effective. From the interview, it is informed that Earth club needs to promote itself in order for people to have awareness of it and for the environmental problems that exists in their community. Earth Club have many projects. Therefore, the contents should easily be modified since update can be frequent.

This makes website preferable as it is easier to modify than videos or other types of medias. This was one of the main reasons my client chose website as he knew the changeability was easier.

In the input/output requirements, a lot of informations are needed to be shown to allow users to have better awareness of the club and the environment. Website would be more organized for delivering informations. If it was a video, time is limited as long videos will be boring, and not many information can be delivered in that short period of time. Website allows infinite webpages for delivering information, and the end-user could then navigate straight-away certain information they wanted to see.

Website also enables two-way communication in which videos can't. As in the specific performance criteria, the fifth point is that users can easily and directly communicate with earth club privately through emails.

Security could be secured by backing-up files, using an authorized host site, and sharing the source code to authorized people only. Therefore, preventing misuse and data-loss, which also benefits the reliability and integrity of the website contents.

With the availability of multimedia in websites, videos, songs, and pictures can be easily embedded and will embellish our promotion/message even more to society. Therefore, me and my client agreed that in the current situation, website will be the best choice; beginning from delivery of informations, formal two-way communication, security, and flexibility for more updates in a long-term.

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