

# Assignment 1 assistance guide

This assistance document has been developed to act as a guide to support Assignment 1, and will break down and offer examples of what is required for key sections of the Assignment. You will find that relevant sections of the Assignment have been copied, and annotations added in blue text boxes.

Refer frequently to this document as it will guide you through the core components of this Assignment, it includes suggestions and hints to assist you in compiling your assignment. This document does not suggest any preferred method that will lead to any predetermined mark or grade.

## Part A: Business analysis

### Industry background

Review the industry involved in the chosen data set and provide a brief yet comprehensive overview of that industry sector, including brief history, current environment, transformations and future scope.

#### **This means:**

The summary should be a brief, concise look at the past, present and future of your chosen industry. Stick to the key findings and important changes that have impacted operations. Discuss the growth outlook for your business. Try to validate your statements with good stats and references.

### Customer identification

Identify the target audience (customer demographics) and value proposition. Using the following analysis methods to conduct an analysis of the chosen business.

- SWOT analysis
- Porter's five forces

#### **This means**

Neither the customer demographics and value proposition need to be extensively detailed or lengthy, but they need to be plausible. Aim to include some references as well.

Keep both the SWOT and Porter's five forces analyses clear and concise. Make sure these link to the scenario and that any hypotheticals are plausible.

The SWOT analysis should capture all the elements relevant to the business and its ability to provide a service to its customers. This will require reading the business case study overview. Include links to external references should be used to help validate the points made, wherever possible.

The Porter's Five Forces is a framework that helps analyse the level of competition within a given industry. Your task is to review the business based on these measures and make a plausible judgement to the level of strength associated with each force. References can be used to also validate points.

## Excel tasks

Complete the unfinished spreadsheets with appropriate field labels. Where necessary provide additional columns (and appropriate formulas) to meet the information needs of the business, e.g. "Wholesale Price" and "Retail Sales Total" for each product. Then use the spreadsheet data to identify three (3) trends or insights that a manager can identify to gain a competitive advantage.

### This means

Make sure your column headings match the data it represents. Try to use absolute addressing where possible and link the formula to a static value rather than each cell having unique values.

## Part B: Developing a mock-up of a non-functioning business website

The second part of the assignment will be mainly focused on developing a non-functioning business website mock-up. As a designer, you may consult with your tutor to ensure you accurately reflect the requirements of your proposed design. You must also consider basic design principles to justify your design and user interface. As well as the web and design elements, a vital part of this assignment is the perceived business advantage; you must be able to prove that the business will benefit from your design. Tasks for this part of the assignment include:

## Design three main prototype pages and three web-based pages

The prototype pages will be designed for your proposed website. It will include the following elements:

- One main page (homepage)
- One purchasing/bookings page with a direct design reference to the product categories from the spreadsheet (dependent on the chosen scenario).
- One page with a simulated selected output product.
- Three alternative, mobile-based pages for the pages designed above (i.e. one mobile home page, one mobile purchasing/bookings page, one mobile output product page).

## Discuss the elements

Discuss the elements within those pages in relation to the three human computer interface (HCI) design principles and three web usability guidelines.

### **This means:**

Design principles to consider will include the following:

- Affordance
- Consistency
- Constraints
- Visibility
- Feedback

The web usability guidelines may include the following:

- Visibility of system status
- Error prevention
- Consistency and standards
- Others

## Identify three additional tools

Review the industry involved in the chosen data set and provide a brief yet comprehensive

### **This means:**

Possible additional tools or engagement methods include the following:

- Linking the main business site to a social network site
- Better website search engine presence
- Internationalisation options

- Other customer enhancement options, e.g. maps, purchasing and payment options, feedback options, customer help options etc.

Design elements to consider:

- Clear navigation
- The use of visual metaphors to assist the understanding of the website's functions
- Good visuals
- Logical flow

Example webpages from another scenario, created in PowerPoint



## Conclusion

Provide a summary of your report, including any additional recommendations for the business.

## Remember:

Your report must also include any **Appendix** information and a **Reference list** for the sources used to support your analysis.