MIS Class is taught by P.T.K.Trung (Mid-term Project)
- **Word/time limit: 2000 (+/- 10%)**
- Weighting: 20%
- Due date: 30.Arp.2022

After you have read this information, comment below the post to ask any questions and see what your peers are saying about this assignment.

Assignment overview

As an information specialist you will need to develop the skills to evaluate the impact that business processes, competing technologies and information systems have on organizational capacity. The assignment gives you the opportunity to evaluate and make a recommendation to a small business that is in a phase of rapid growth and will need the technological infrastructure to support them into the future.

Assignment details

This is a **two-part assignment** based one of the business scenarios provided in the next section:

- **Part A** will concentrate on the analysis of the business, the type of data the business uses on a daily basis and trends or patterns that the business can use to increase its competitive advantage.

- **Part B** will focus on developing a mock-up of a non-functioning website information portal, aimed at proving how the business will benefit from suggested designs.

A supporting document has been created to assist in clarifying the requirements for this assignment. See Assignment 1 assistance guide.pdf and refer to this resource as you work through the tasks.

Select a small business for your analysis:

Select **one** small business from the following scenarios to work on for this assignment. Each scenario will be accompanied by its own raw data sets and introductions, all of which require a detailed analysis and the development of a mock-up information system interface (web interface). Your task is to choose **one** of these scenarios for which you will carry out a business review and competitive analysis in order to design and implement a suitable web information portal. The business scenarios include:

1. OZ Attitude Clothing Company

- With three local stores, they now wish to develop a more mature online presence to promote and sell their products to a national market as well as the offshore market.

  - o Client Scenario_Oz_Attitude_2020.pdf
  - o OZ_Attitude_Data.xlsx

2. Penguin Air

- Penguin Air Pty Ltd is an airline based in Moorabbin Airport Australia. Penguin Air offers regular services to select regional centres within Victoria and a regular service to Flinders Island.

  - o Client Scenario_Penguin_Air_2020.pdf
  - o Penguin_Air_Data.xlsx

3. Top Deal Auto

- A car dealership that has been operating since 1972, this business has had a website for many years but now they wish to develop a more mature online and mobile presence.
  - o Client Scenario_Top_Deal_2020.pdf
  - o Top_Deal.xlsx

Part A: Business analysis

Upon selecting one of the scenarios, you are required to complete the following:

Industry background

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

Customer identification

Identify the business's target audience (customer demographics) and value proposition. Using a **SWOT analysis and Porter's five forces**, conduct an analysis of the chosen business.

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. Then use the spreadsheet data to identify **three** trends or insights that a manager can identify to gain a competitive advantage or to improve the efficiency of the business. Add these findings to your report (add visuals if required).

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 Unit coordinator 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 the following:

Design three main prototype pages

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

- One main page (home page).
- 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.

Identify three additional customer tools

Your **three** additional customer tools or engagement methods used in the website will be included to increase its competitive advantage.

Main submission requirements and structure

Your assignment should be presented in the form of a comprehensive report with images to support your statements and proposed designs. It is also expected that the report will include references from sources external to the ones already provided.

The structure of your report should include the following:

- Executive summary*.
- Table of contents*.
- Introduction.

Part A: Evaluations of the business:

- Industry background.
- Target audience identification.
- Value proposition.
- SWOT analysis and discussion.
- Porter's five forces analysis outcomes review.

Table creation and discussion

- Complete the unfinished spreadsheets with appropriate column labels.
- With the use of a formula complete the 'Wholesale price' column.
- Create a new column (with formula) to show 'Retail sales total' for each product.
- Add screen shots (minimum of two) of the spreadsheets to the appendix section. **One** of the screenshots must be the formula view of the spreadsheet.
- Discuss the three identified trends discovered from the spreadsheet data

Part B: Information portal design

- Design review and justification.
- Main web page designs (three) plus mobile alternatives (three).
- Discussion on additional customer engagement techniques.

Other report components

- Conclusion/summary (provide brief summary and any additional recommendations).
- Include an appendix.
- Reference list (mandatory)*.

Note: Report items marked with a * do not count towards the final word count.

Submission details overview

This assignment will be submitted through classroom.

Please note: When you submit your assignment through classroom. (Not required for TDTU: *You are also submitting the assignment through Turnitin, which is a text-matching service that compares your work with an international database of information sources. You will need to agree to using it.*)

Resubmissions after the due date without prior approval from your Lecturer may not be marked.

Assignment criteria

1. Research—level of subject research (validating points and facts with quality references).
2. Business model, target audience and value proposition review.
3. Level of clarity and detail for the SWOT analysis and Porters 5 forces.
4. Level of clarity and detail for the spreadsheet creation and field label descriptions.
5. Level of clarity and detail in identifying and explaining (min 3) trends or insights.
6. Prototype quality for the website portal designs. Min 3 pages (1 page—no selections, 1 page—with selections shown, 1 page—showing output).
7. Level of clarity and detail in aligning the design principles to the prototype web pages.
8. Level of clarity and detail in aligning some usability guidelines to the prototype web pages.
9. Level of clarity and detail in identifying three additional customer engagement tools or methods.

10. Overall assignment presentation: report format, structure, readability and adherence to referencing standards (including word count).

Your work will be assessed using as marking guide (Assignment Rubrics.pdf)

References

1. Babich, N 2016, Designing more efficient forms: structure, inputs, labels and actions, *UX planet*, April 10, viewed 16 July 2020, <https://uxplanet.org/designing-more-efficient-forms-structure-inputs-labels-and-actions-e3a47007114f>.
2. Fallon, N 2017, SWOT analysis: what it is and when to use it, *Business news daily*, March 28, viewed 16 July 2020, <https://www.businessnewsdaily.com/4245-swot-analysis.html>.
3. Martin, M 2017, Porter's five forces: analyzing the competition, *Business news daily*, June 26, viewed 16 July 2020, <https://www.businessnewsdaily.com/5446-porters-five-forces.html>.
4. Twin, A 2020, Value proposition, *Investopedia*, July 5, viewed 16 July 2020, <https://hbr.org/2015/01/what-is-a-business-model>.

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