**4/27/2022**

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Requirement Management

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# **Section A - Produce an Executive Summary**

In this report, I will have two main parts: Analyzing high-level requirements using MoSCoW prioritization to categorize them, and researching legal, Social, Ethical, and Professional Issues.

Coming to the first part, I am going to explain what the definition of high-level requirements is, then use that to give more details and list down inappropriate and appropriate high-level requirements of the scenario. Demonstrating and discussing Moscow and Timeboxing to understand how to use it and categorize the priority of the high-level requirement.

When it comes to the next part, I am going to mention legal issues and other related issues that can have a huge effect on an organization, so it needs to consider in the requirement analysis step before diving into deep the development process.

# **Section B – High-level requirements analysis and MoSCoW prioritization**

A high-level requirement is an initial or generalized perspective of what the project should accomplish. It should be known, easy to define, clear direction, shouldn't be something that takes a long time work, guidance of the direction of the delivery.

Take pies or cakes as an example, the high-level requirement of those are just desserts or sweets. In simpler terms, the high-ranking needs are what the final result of the project seeks to satisfy.

## **B1 Inappropriate High-Level Requirements**

|  |  |  |
| --- | --- | --- |
| User Story ID | User Stories | Reason |
| 1 | The user interface must be sleek. Not flashy, but elegant, to show that we have flair. | It’s not a high-level requirement because this requirement doesn’t help to increase revenue and not everyone will like the flashy. |
| 2 | Since we are having people use smartphones, can we track where they are so I can get an idea of where my patrons come from? | Why does a movie ticketing application want to locate users? What ideas does a movie theater company get from tracking users? In my opinion, this function is not appropriate for the initial development of the application. Before getting into this function, we need to consider that the priority target of developing this app is to attract users and increase business revenue.  Moreover, we need to divide the budget properly to develop convenient functions to attract users first, such as selling tickets online in just a few simple steps or supporting new users. |
| 3 | The app should allow people to take notes on the movies they’ve seen, so they can look at them again. | Why add a note function when developing a comment and review function for the movie. After users register an account and book movies, which will be saved in the user's profile and through which they can comment and rate. If they want to watch them again, just go to the profile page to review them easily. |
| 4 | The app should be error-free. Nothing is more infuriating than an error message. | If there is no error message, how will the user know what error they are facing to have timely support methods?  More importantly, the customer support department also does not know where to rely upon to advise and solve the error that customers encounter. |
| 5 | We need to show them maps of the theatre seating areas so they can choose their preferred seats. | This requirement is not clear. It doesn't mention when users can pick their seats. If based on this request to explain, users can see maps of the theater seating areas on any page of the application. And this is not suitable for the high-level requirement. |
| 6 | The app should allow a PDF download of the tickets to be generated so they can be printed. | Why print to a PDF file when you can scan a QR code or take screenshots of that QR code? Moreover, we can develop the function to save QR codes as images and save them to the phone's album in case of the user doesn't have the internet to access the application. |
| 7 | Couldn’t we create a website instead of an app? It has a wider audience. | If they want to access the website, they must remember the name or the link to the website. If they don't remember, they will search google but this will take time and take a lot of operations to access the website. Meanwhile, for mobile applications, they only need to click on the app icon, register, and log in once without going through many operations, then they can access the ticket booking page. |
| 8 | The app should allow people to choose a movie and buy tickets for that movie by specifying the number of seats. | In order not to affect the user's product experience, they will have the right to choose a movie and then see the number of available and occupied seats and whether to book or not. In addition, there will be an additional seat recommendation function based on the number of guests that the user has input, which will avoid the odd number of seats. |
| 9 | We can probably have people purchase their snacks on the app too and serve it to them in the theatre once they are seated | This will affect other customers while they are watching the movie. If everyone is simultaneously ordering food and serving food while others are enjoying that movie, it will make the space of the cinema at that time become extremely noisy and annoying for the rest. |
| 10 | There can be a facility for people to store their preferred snacks so they can order them automatically every time they buy a ticket. | It's not necessary because it will reduce flexibility in serving snacks to users. This will cause the application to be constantly updated because snacks are not immutable. Instead of letting customers save snacks, it must display recommended snacks that are still in stock during the day for each time customers purchase tickets, which both increase convenience and do not affect the user experience. |

## **B2. Updated Appropriate High-Level Requirements**

|  |  |  |
| --- | --- | --- |
| User Story ID | High-Level Requirements | Purpose |
| 1 | As a client, I want to take my seat after picking a movie. | Users can freely choose and decide their desired seats is also a way to increase user interaction with the application. This feature will help promote the company's respect for customers, and also encourage the freedom of customers. |
| 2 | As a customer, I intend to rate and review a movie after watching it and debate the movie with other customers using the app. | This function will allow the application to accelerate the amount of user interaction. Moreover, the company can push a virtual review volume to attract users and create debates for users who have seen the movie to speak their minds. |
| 3 | As a customer, I want to see the upcoming movies and save them to notify me once they come out. | This function will increase the variety of movie lists, variety of choices for users as well as help users prepare and plan for their upcoming free time. |
| 4 | As a customer, I want the application should have a variety of payment gateways**.** | Increase convenience and variety of options for users. They will also want to get promotional prices when paying with a certain gateway. |
| 5 | As a customer, I would like to see recommendations of movies according to my interests or genres related to the results I am looking for. | This feature will help users not to be overwhelmed by the available movie lists. Help users make quick decisions in purchasing tickets as well as drive revenue based on user input by meeting their needs and preferences. |
| 6 | As a customer, I hope the app can generate a digital ticket for all the purchased tickets. | This also makes sense because users won't need to remember where their tickets have been left. All the information they have booked will be saved in the QR code and that code will be available in their account as well as easily stored in the phone album. |
| 7 | As a customer, I would like a customer support function that helps me immediately. | It can be explained that in some cases the user faces something wrong while using the application and they are completely new to using technology, they will not know who to ask if there is no support and user consultation function online. |
| 8 | As a customer, I would like a reward system for buying tickets or any discount program. | This should also be considered because everyone likes to receive promotions or discounts. And also increase revenue for the company. Besides, when designing a good promotion frame, will help increase competitiveness with other cinemas. Most importantly, when standing between two or more choices, users will prioritize the company that has the best form of promotion. |
| 9 | As a customer, I want a simple user interface, easy to operate and easy to pay for. | The user's intention when using the app is simple to see what movies are coming out and they can quickly book and buy tickets with just a few buttons. When bringing a product to users for the first time, the interface is extremely important, they will remember that the application is easy to use, not too complicated, affordable, and easy to pick a good seat before anyone else. So simplicity is what this application should aim for. Should not be too monotonous and need to have its emphasis to make the first impression and also help the application become the first choice in the next use. |
| 10 | As a customer, I expect to see short trailers or see the synopsis of the movie I'm going to watch. | Users need to know what the plot of the movie they are about to watch will have as well as get an overview of that movie to decide whether to buy a ticket or not. This is a necessary feature to help the application attract the eyes of users. |

## **B3. Moscow/Timeboxing priority**

**Moscow** is a widespread prioritization technique for managing requirements. Moscow stands for four categories of initiatives: must-have, should have, could have, will not have at this time.

It is easy to understand that the team should decide how they're going to settle any prioritization disagreements if they decide on this before they start prioritizing then they can prevent anything from holding up their progress. However, we first need to understand what the four categories of initiatives mean.

* Must-have are non-negotiable needs for your product and understand them by answering the questions:
  + What will happen if this initiative is not included in this specific release?
  + Is there a simpler way to accomplish this?
  + Will the product work without this item?
* Should have initiatives that are important to the product project or release but they aren't vital.
* Could have initiatives that are not necessary to the core function of the product. They have a much smaller impact if they're left out.
* Will does not have a category that allows you to manage expectations of what will be and will not be included within each specific release.

**Timeboxing** is when you take your task list of all the things you have to do and you go to your calendar and you block off time to get all that stuff done. The essence of this framework is to limit the time that you spend on any given task, especially if you have a fairly packed agenda. At the end of the timebox, you declare your work done, and you assess if you were able to meet your goals either completely or partially.

### **B3.1. List of updated high-level requests with priorities**

|  |  |  |  |
| --- | --- | --- | --- |
| User Story ID | Requirements | Priority | EST  (days) |
| 1 | Users can be able to choose their seats when making the booking | Must-Have | 7 |
| 2 | Users can rate, review and debate the movies with other customers using the app. | Should Have | 4 |
| 3 | Users can see the upcoming movies and save them for later. The system will notify them once they come out. | Could Have | 3 |
| 4 | Variety of payment gateways for users | Could Have | 10 |
| 5 | Users can see recommendations of movies according to their interests or genres related to the results they are looking for | Will Not Have At This Time | 0 |
| 6 | The ability to generate a digital ticket for all the purchased tickets. | Must-Have | 5 |
| 7 | Customer support function. | Must-Have | 8 |
| 8 | Reward system for buying tickets or any discount program. | Should Have | 6 |
| 9 | The simple user interface is easy to operate, and easy to pay for. | Must-Have | 10 |
| 10 | The application must allow users to have a quick look at short trailers or see the movie's synopsis. | Must-Have | 9 |

### **B3.2. The reason for setting the priority**

Based on these requirements and the total estimated time to build this application is about 52 days. The must-have priorities take a total of 39 days, the should-have will occupy a total of 9 days, and the could-have will take 14 days. I will divide four sprints (except Saturday and Sunday) as below:

* Sprint 1: 20 days – 4 weeks.
* Sprint 2: 19 days – 4 weeks
* Sprint 3: 9 days – 2 weeks
* Sprint 4: 14 days – 3 weeks

***Sprint 1:*** This sprint will have a total of 20 days to finish three functions of the must-have category: ID 1, ID 6, and ID 7.

First of all, I am going to mention the user story id 1. The question is why the priority of the requirement "Users can choose their seats when making the booking" is a must-have? It can be explained that this application is related to booking theatre tickets, so it is a compulsory thing to have the above function. In the case of users just simply booking tickets which will cause them bored. Moreover, it will bring them the worst experience even though users will assess the quality of this app as extremely poor.

This function takes seven days for making, which first needs to create the related requirements, such as start time to open booking, show a list of movie showtimes of the day, and present a list of seats with two statuses: occupied and available. In this part, the interface design will take four days complete since it must set up the details of how the seat will be, the color, and the responsive design to the application.

The upcoming requirement is "The ability to generate a digital ticket for all the purchased tickets." To explain why this one is a must-have, we need to answer this question "After purchasing the tickets, how can the customer receive those tickets?".

By sending tickets to their home and requiring them to keep them until movie day?. This option will make users feel the lack of professionalism of the company as well as the modernity when compared to other cinemas. So that we can see the importance and convenience of digital tickets. After the payment, all information will be stored in the QR code and the user only needs to bring that QR code to the ticket counter to be scanned, then they will have the right to enter the screening room.

The estimated days for this function are five days. It takes 2 days to build the interface, which includes what information is displayed once a user completes a booking and 3 days to complete the function of generating QR codes and saving the digital ticket to the phone's album.

The last function of this sprint is the customer support function. To get clearly why this function is a must-have, we first consider the question "If the application meets the error, what should we do? or who should we ask?". At that time, users only have some choices. For example, they probably choose to uninstall and reinstall it, or maybe they delete our application and download other companies' applications. After all, we can see the importance of this function.

Because of the significance, it will take 8 days. To boost convenience and provide immediate support, support functions must be built up in interfaces with difficult-to-use features.

***Sprint 2:*** This sprint will have a total of 19 days to finish two functions of the must-have category: ID 9, and ID 10.

Firstly, the user interface is one of the must-have precedences. Then, why?. It can be understood that the application interface is the representative face of the company. Therefore, the simpler the application but still retains the modernity, the more comfortable it will bring to the user and the more professional experience. Specifically, one of the basic elements to reach customers quickly is the appearance or in technical terms the user interface.

The following requirement is “The application must allow users to have a quick look at short trailers or see the movie's synopsis.” To answer why this requirement is a must-have, we should consider a few aspects as follows: the user interface is the basic element to attract customers, then users will purchase tickets, so what factors help users decide whether to buy or not?

While users discover the movie lists, they will want to watch a trailer, a teaser, or a summary of the content of that movie or even read reviews of people who have seen it. And if the application does not provide enough functions, the user will find another choice or use another application. So, these main functions must be prioritized to develop most perfectly.

These two functions are primarily concerned with the interface, which will account for 70% of the workload. Simplicity does not imply ignoring minute details. This ease of use should be determined by the user's experience. The remainder of the workload will be handled by the backend. It can be said that one of the criteria that attracts the opposite person is your appearance.

***Sprint 3:*** This sprint will have a total of 8 days to finish two functions of the should-have category: ID 2, and ID 8.

Both of these requirements will help increase revenue and user engagement. So why put them in the should have category?.

As for the "rate, review, and debate the movies" requirement, not everyone will be interested or will remember to re-enter the app and update their reviews. In my opinion, users will only want to read or search for information related to that movie before they press the "Checkout" button.

And after watching that movie, it will depend on the customer's feelings. If the movie leaves an impression or causes them a lot of emotions, then the review and evaluation function at this time is really important.

The discount or reward function will depend on the advertising level of the movie and the company's monthly revenue. In general, it depends on the business and advertising strategy of those movies. If the advertisement is aggressive and attracts viewers, then the discount function may not be needed. If the case falls into the season when the theater is empty, there are few blockbuster movies, the company should apply a reward or discount to attract a certain number of guests. And this function can be used to compete on price with other cinemas.

The two main functions will be handled by the backend. It will take 3-4 days to process the discount function, and two days to process the movie rating and review function. The rest of the time is frontend design.

***Sprint 4:*** This sprint will have a total of 13 days to finish two functions of the could-have category: ID 3, and ID 4.

The official movie release time may not be permanent. Besides, users may not remember they have saved the movie's information. It is possible to set the function as to whether the user wants to be notified of upcoming movies, which means that they do not need to save those movies to the wish list, the system will still send notifications unless they don't want to receive it. This point of view will explain why this requirement is just could have.

Moreover, the requirement with ID 4 is - Variety of payment gateways for users. It can be said that we need to focus on developing only popular payment gateways. If you want to continue to create more variety, you need to collect user opinions as well as a survey on which payment gateway they use the most. This will help save money on cooperation and limit the development of unnecessary payment gateways, especially those with few users.

Function with ID 3 then just save that movie to the database for that account. The remaining function takes time to set up with banks to be able to support a variety of payment gateways for users.

# **Section C – Legal, Social, Ethical, and Professional issues**

## **C1. Management Summary for Legal, Social, Ethical, and Professional Issues**

### **C1.1 The role of the Data Controller within the organization**

The data controller is essentially those who control the contents and use of personal data, for example, if you own a website or an application that gathers the name, email, and other individual information of the clients, the data controller decides with whom the data has to be shared.

Here are some of the responsibilities of data controllers in an organization. The controllers have to prove compliance with the regulations relating to the processing of personal data. They are the ones responsible for establishing a legal precedent for collecting the data and creating a privacy policy that outlines the purpose of data collection. They also need to take steps to secure data, such as encryption, stability, backup, regular security testing, etc.

Based on the above definitions, we can see the role and importance of the data controller in the business.

So if applied to a situation like in the scenario, what jobs will the data controllers take on?

The first thing they need to handle is user input data. It includes their name, phone, and even payment account. All of the information will be under the management of the data controller, and also they have the right to determine the purpose of processing personal data.

Furthermore, they will be the ones to make commitments on user data security as well as legal requirements, and privacy policy. More specifically, as soon as the user ticks the button to agree to the terms when creating an account, which means the user has delegated permission to use their data to data controllers.

### **C1.2 Legal, social, ethical, and professional issues**

* **Legal Issues:**

Legal issues in business will occur when you are not in line with certain laws. Depending on the laws of each country there will be different legal issues.

* **Example**

For example, any business in the UK or the US needs to be officially registered. In VietNam, there will be some individuals who do not need to register the business. If you are not in the cases that the law mention but still deliberately ignore registering your business, then you are the case of legal issues. Moreover, employee issues, intellectual property, and disrespecting the competition are all common problems. If you don't solve them satisfactorily, this leads you to legal issues.

* **Social Issues**

Many social issues happen because of unethical behaviors and the processing of data into information. These issues affect people as participants and as indirect users, which are broken down into the following categories: Data Security, Data Accuracy, and Copyright. Then, how do these things affect an individual or an organization?

* **Example**

People who earn unlawful access to information systems are hackers. Hackers are often involved in data theft or financial theft. They steal data from one organization and sell it to the other. Moreover, they also illegally transfer money from one account to another. It can be said that the cost of replacing and recovering data that is deliberately or accidentally damaged or lost can be an enormous issue for organizations. This will cause a butterfly effect. A small change will affect a large corporation and even the people involved and using its services.

* **Ethical Issues**

Ethics are a personal regulation of conduct based on respect for yourself, others, and your surroundings. When it comes to its issues, it means when you have a chance to give a decision, scenario, or activity, your actions will be possible to create a conflict with a society’s moral principles.

* **Example**

To be more specific, take a business director of an electronics trading company as an example. He is the one who holds the information of the company's suppliers at an extremely low cost. He took advantage of his position by taking that source of goods to sell at a cheaper price than the company. And this will cause the company's revenue to be average, and the director can get quite high profits.

* **Professional Issues**

Professionals' issue is securing information. Information is a crucial asset in organizational life as its importance greatly impacts corporations. However, information isn't readily open to employees as it poses a threat to integrity, confidentiality, and availability. Due to these security breaches, information security administration often faces challenges solving complicated issues regarding securing information. So, if there is no profession in that major, what will happen?

* **Example**

According to OASIG in 1998, there were about 40% of developments fail or were abandoned. Almost 80% of systems are delivered late and over budget. Additionally, based on the report of Gartner / Standish in 1998, there was nearly 33% of the projects failed altogether and practically 75% of IT projects exceeded their budgets & schedules.

### **C1.3 Practical Example**

In this scenario, the high-level requirement for this application is safe and secure. These two factors need to be highly focused on. This application is not only booking tickets but also holds email information, people's bank account numbers, and especially the user's trust.

If without protection and security, it can easily lead to legal issues. This will happen when hackers can bypass the security of the application and steal data when the user enters it to trick it out or make the system messed up.

Next is the need for internal security. There needs to be a good arrangement between the internal and the related parties to avoid the leakage of the application's information as well as the way advertising and application power reaches users.

Finally, the professionalism when planning the project. The project manager is the person who will manage and assign work to employees along with the business analyst. They will based on the budget proposed by the company owner calculate the amount of work, and the expected time to complete it. They have to give an opinion on whether or not to let the owner make the final decision.

## **C2. Management Summary for Purpose of the BCS Code of Conduct**

First of all, a code of conduct is simply a set of principles and expectations. It guides the behavior of all those who belong to a particular organization.

Depending on the environment and company culture, there will be a set of rules, which will help employees determine the company culture quickly. It also specifies standards and expectations for employees to track when it comes to their behavior, and lets customers and partners know their values, and from there they can work out if they want to work with you.

In short, the code sums up what you should and shouldn't be doing at work. Having a code of conduct can give employees rules to keep in mind and must follow from the moment they join the company, decreasing the chances of problems occurring, and dealing with issues easier. In addition, the rules you place can impress customers, giving them an awareness of how you run your business, which all means that the working situation for staff is improved and your business values are promoted too, attracting customers in the process.

This is generally about a code of conduct. So if it has an extra BCS at the beginning of the phrase, what does it mean?

BCS Code of Conduct is set forth the professional standards that BCS requires as a condition of membership: Public Interest, Professional Competence and Integrity, Duty to Relevant Authority, and Duty to the Profession. To understand Duty to the profession well, let's take this scenario to analyze it. According to The British Computer Society - "... seek to improve professional standards through participation in their development, use, and enforcement."

It implies that as BCS members, they have a responsibility to share their expertise and understanding of IT and to advocate for the inclusion of all sectors of society. Also, promote and assist fellow members' professional progress.

Business Analysts are considered to be the most important persons in assisting with the development of a company. They will be people who understand the concepts and have interdisciplinary expertise to counsel and collaborate with the enterprise's Project Manager. Furthermore, based on their expertise and experience, they will evaluate data and provide recommendations to assist firms in defining and investing in priority requirements.

In this scenario, the new owner of Movie Ville has no experience developing software systems. As a result, he need the services of a consultant, Gunner Satumo, to advise him and drive the initiatives. Gunner will follow the BCS code of conduct in order to assist David in adopting technology and expanding his family business in a new way.

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