

Carnegie Mellon University
Dietrich College
Information Systems

Globalization and a Connected World

September 30, 2019

Today's Agenda:

- Admin and recap
- Theme 3 overview
- Video & Discussion: “The World is Flat”
- Next class
- GP1 discussion



Join Heinz College's School
of Information Systems
for an info session on their master's
degrees, track options, funding support,
career outcomes, and more!

Tuesday, October 8

4:30pm – 5:30pm

Hamburg Hall - Room 1214

Registration: <https://hnz.cm/-ism-info-session>

- PIZZA AND DRINKS PROVIDED -

Presenters will include:

Randy Trzeciak -

Program Director, MS Information Security Policy & Management (MSISPM)

Sean Beggs -

Program Director, MS Information Systems & Management (MISM)

Sarah Collins -

Assistant Director of Admissions & Financial Aid, Heinz Admissions

PROGRAMS & TRACKS COVERED:

MISM

- 16-Month
- BIDA
- Global
- Accelerated 3-1-1

MSISPM

- 21-Month (Pittsburgh)
- Dual JD
- Accelerated 3-1-1

QUESTIONS?

Contact: hnzadmit@andrew.cmu.edu

Factors leading to the FBI's VCF project failure

Objectives:

- Corporate culture
- Decentralization
- Planned change to existing processes
- Enterprise architecture

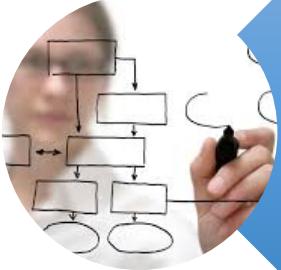
Planning:

- Executive merry-go-round
- PM had no IT experience
- No project plan
- Shorten timeline
- Waterfall / iterative lifecycle approach
- Custom build over COTS solutions

Execution:

- Very complex requirements – most requirements were design specs
- “Scope creep” and “code bloat”
- Parallel development
- Lack of SMEs
- Lack of user training
- “Flash cutover” rollout strategy

67-329 Contemporary Themes in Global Systems



Theme 1 - Global Project Management



Theme 2 - Global Sourcing of Technology



Theme 3 – Societal Impacts of IT Globalization

67-329 Contemporary Themes in Global Systems



Theme 2 - Global Sourcing of Technology

Covered from 9/30 – 11/4

1. Understand the challenges of global information systems and its impact on society, **organizations** and managerial practices.
2. Explain the basics of global project management and the global project lifecycle including project evaluation, initiation, planning, budgeting and implementation.
3. **Discuss the benefits, disadvantages, opportunities and challenges of outsourcing from multiple stakeholder perspectives.**
4. Analyze the impact of technology on contemporary socio-cultural issues from multiple perspectives (including people, groups, organizations and society at large).
5. **Analyze key issues in cross-cultural collaboration across cultural and temporal boundaries.**
6. Gain an understanding of teambuilding and collaboration; including working with global third parties.

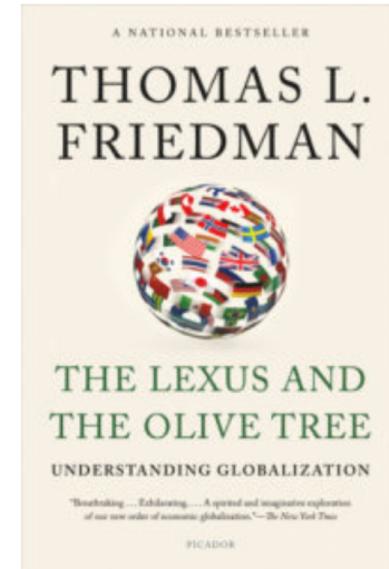
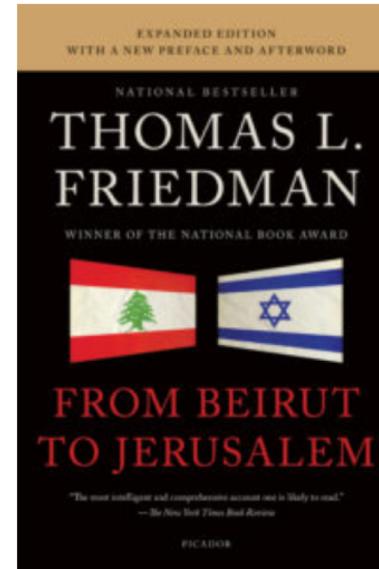
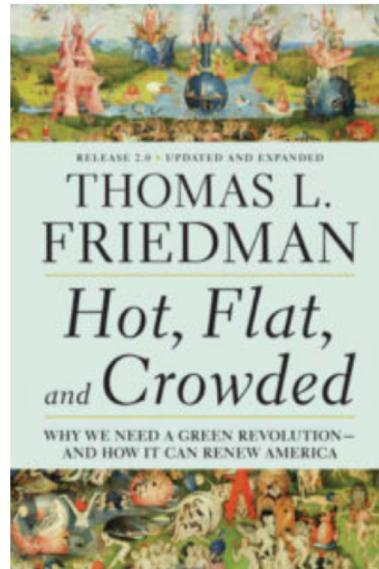
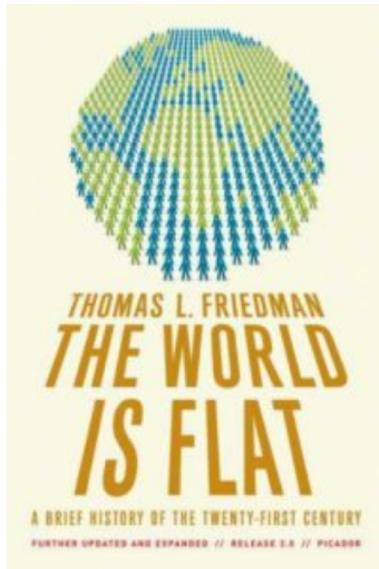
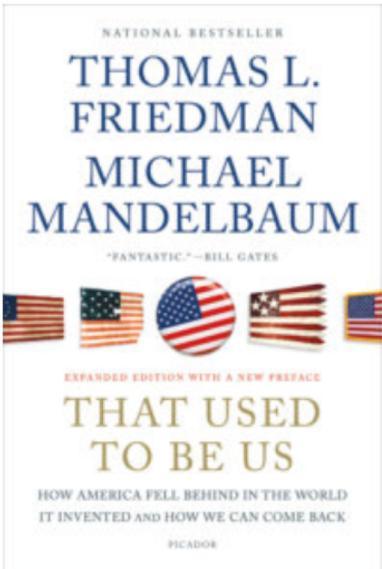
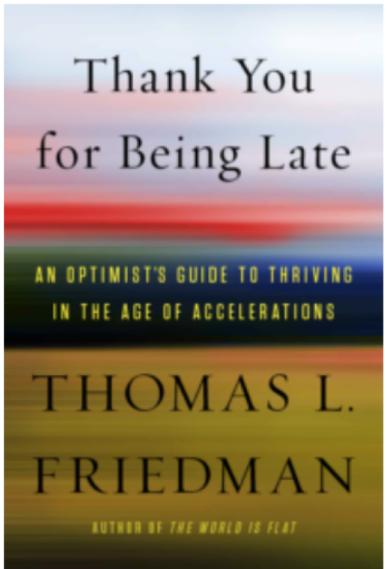
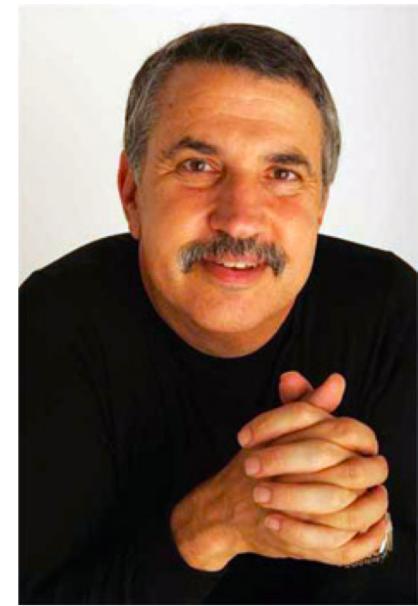
Deliverable: Sourcing destination report and presentation (5%)

Thomas Friedman –
“The World Is Flat”

Thomas Friedman

- Author and NY Times columnist
- Talk recorded on April 29, 2009

<https://www.youtube.com/watch?v=53vLQnuV9FY>



Discussion Questions (4:30-12:20)

- What does Friedman mean by the phrase “the world is flat?”
- What does Richard Florida mean when he says “the world is spiky?”
<https://www.theatlantic.com/past/docs/images/issues/200510/world-is-spiky.pdf>
- Do you agree or disagree? Why or why not?

Discussion Questions (12:20-18:30)

- What was meant by Globalization 1.0, 2.0 and 3.0?
- Why is Globalization 3.0 significant?

Discussion Questions (18:30-35:00)

- What are the 10 days that flattened the world?

10 days that flattened the world...

1. 11/9/1989 – Berlin Wall Falls
2. 8/9/1995 – Netscape Went Public
3. Workflow Software
4. Outsourcing (e.g., Y2K)
5. Offshoring (e.g., China in WTO)
6. Open-sourcing (e.g., Linux or Firefox for free)
7. Supply Chaining (e.g., Walmart)
8. Insourcing (e.g. UPS)
9. Informing
10. The Steroids (VoIP, File Sharing, etc.)

Discussion Questions (35:00-47:00)

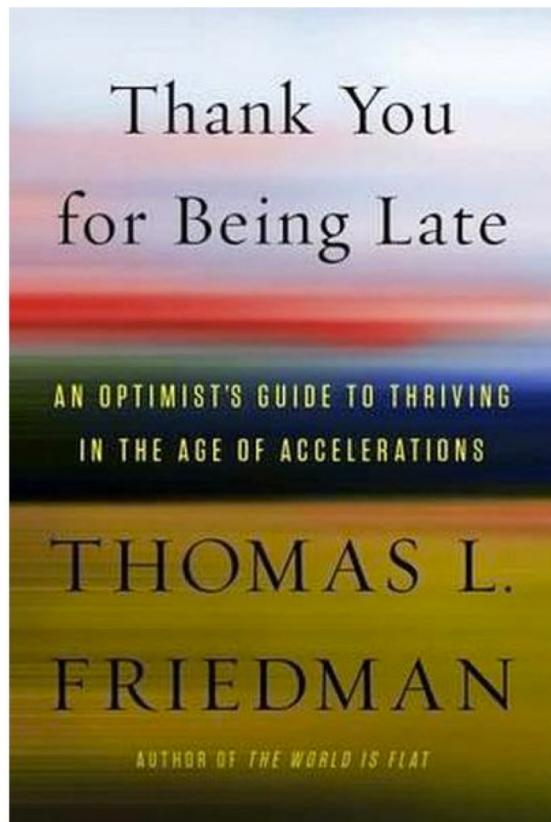
- What is the triple convergence?

Discussion Questions

- Do you think the ‘world is flat’? In what ways is this true and in what ways isn’t it true?

[Why the World Isn't Flat?](#) by Pankaj Ghemawat – *optional viewing*

- What did you learn from Thomas Friedman about what can be done in communities to positively impact their ability to succeed in a flat world?



"Friedman wants to explain why the world is the way it is — why so many things seem to be spinning out of control, especially for the Minnesota white middle class he grew up in.

And then he wants to reassure us that it is basically going to be O.K."

<https://www.nytimes.com/2016/11/22/books/review/thomas-friedman-thank-you-for-being-late.html>

Upcoming classes – GP1 lab sessions

Wednesday, October 2nd

You do not need to attend class

Monday, October 7th

Please attend class

Reminder: Global Project 1 Due

Wednesday, 9th October at 6:00 AM GMT

GP1 Discussion

Global Web Design Prototype

In this portion of the project, your team should develop a response and identify improvements to the websites (USA and Qatar) based on the results of your analysis. To achieve this goal, we ask that you complete the following:

1. Produce a high-fidelity computer prototype that illustrates how the team's recommendations could be implemented (The team should only create new hi-fidelity prototypes of the home pages: <https://www.kfc.com/> And <https://www.qatar.kfc.me> ! Computer prototypes are meant to be a representation or drawings of an interface. It can illustrate your recommendations without technical and development efforts. Refer to <https://blog.prototypr.io/high-fidelity-prototyping-what-when-why-and-how-f5bbde6a7fd4> and <https://www.justinmind.com/blog/10-inspiring-web-and-mobile-wireframe-and-prototype-examples/> for more detail. The team can create the prototypes with any tool they find the most convenient. For example, Axure has a thirty days' free trial version <https://www.axure.com>.
2. Evaluate each prototype with a few users in Pittsburgh and Qatar (3-4 people total in each side). Ask the users to 'think-out-loud' as they navigate your web prototype. Give the users one or more starting scenario or goal. Take notes on their process and feedback. Analyze the data collected and identify if any changes are needed to the prototype.
3. Produce a final prototype for each location based on the conducted user testing. To be clear, the report will include a first set of high-fidelity prototypes of a first version produced based on your global web design analysis, and a second set of high-fidelity prototypes produced after user testing.

Web Design Prototypes

USA:

Through our analysis it was clear that individualism and personalization strongly cater to the American culture, so an emphasis was placed on these factors while creating the prototype. This is reflected in the inclusion of more language options, as well as user login for a personalized experience and to encourage customer loyalty.

In addition to enhancing the individual experience, we improved the ease of navigation by implementing a sticky top navigation bar that displayed “Quicklinks” for the user’s convenience. A similar sticky side toggle bar was found on the Qatar website and served as inspiration for this feature.

On the visual side, as analysis of the color palette supported the usage of red, grey, and white, we decided to create a main image that showcased a red Toyota car against a monotone background, hoping to emphasize its bright, sleek appeal. However, after user testing, we found that the images of cars in landscape settings with an “American” feel were more impactful, so the main image was changed for the final prototype.

Overall, the US website prototype focused on enhancing the individual customer experience and the sense of American pride.

Qatar:

From our analysis we concluded that the current website did a good job of addressing the collectivistic Qatari culture, so we aimed to channel that in our prototype. In terms of website navigation, we found some key points to improve upon that could improve the customer experience.

As the main weakness of the Qatar website was the difficulty of navigation, we focused on making the navigation options more readily apparent. This is reflected in the inclusion of both a vertical navigation bar with important shopping tools and a horizontal one with the vehicles catalog. Another main feature we implemented was a prominent search bar at the top of the page to facilitate site navigation. Compared to the previous website that requires clicking on different tabs to look for different functions, our new design would more efficiently address customer needs.

On the visual side, the idea was raised to use a maroon color scheme to reflect Qatar’s national colors. This would serve to enhance the collectivistic theme, along with the presentation of group photos emphasizing the local culture.

In general, the idea for the Qatar website prototype was to embrace the Qatari culture and to improve the structure and design for better navigation and customer experience.

The image shows two side-by-side screenshots of the Toyota website. The left screenshot, labeled 'USA – Version 1', displays a red Toyota Camry on a grey background with a prominent search bar at the top. The right screenshot, labeled 'USA – Final', shows a red Toyota Camry on a scenic coastal background with a more complex navigation bar featuring a search bar, vehicle categories, and other links. Below the car are sections for 'Explore All Vehicles' and 'WHAT'S HAPPENING AT TOYOTA'. The bottom of each page includes a footer with social media icons and links to various Toyota services like Safety Services and Customer Support.

2. Qatar Toyota Website Prototype Summary

First drafts:

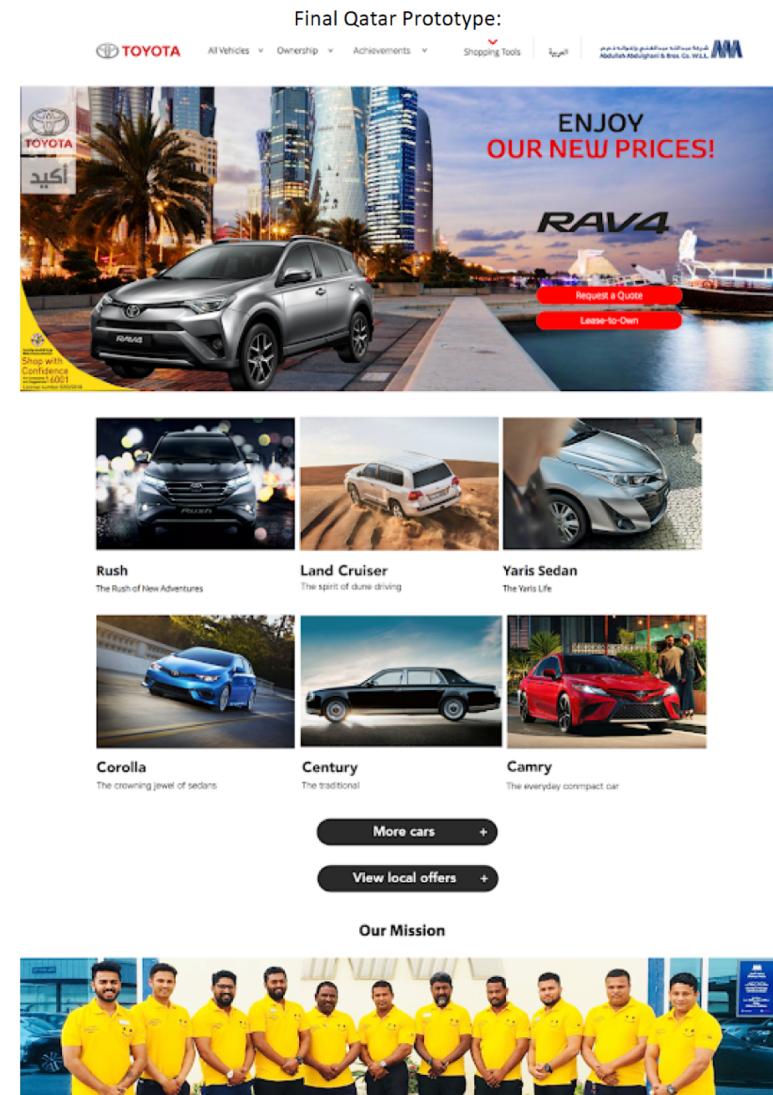
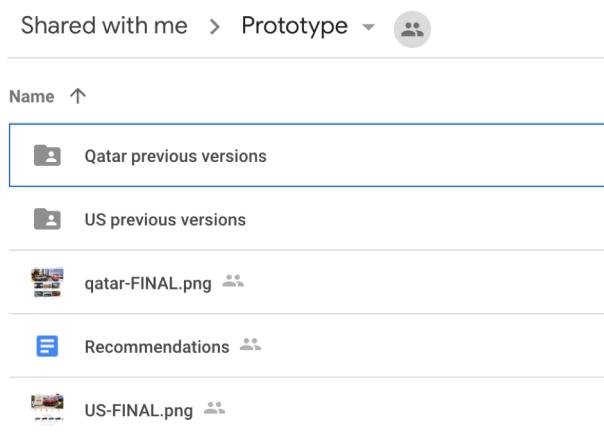
The very first iterations of the Qatar website design prototype were very simplistic, and we quickly added many features to the prototype. These included buttons that link to information about the achievements of Toyota Qatar and local offers. The main picture was changed to include Doha, Qatar in the background. A section was added to the website which talked about Toyota Qatar's mission statement and history. Finally, we removed deals that were posted on both the head banner and the bottom banner.

User Testing:

For the tests, three users looked into the first prototype, all expected to search, find and purchase the most desirable car. The users found the website to be very straightforward and easy to navigate. Still, there were suggestions for more visuals, sections and details to fill in the webpage. One of the users recommended that we offer users access to information about more variance cars. Another user suggested that we add a picture that included smiling workers to make the service more accessible. One user would have hoped to see a button to sign up for a newsletter to learn more about Toyota Qatar through regular emails. Finally, some users were unhappy with the overall aesthetic of the website.

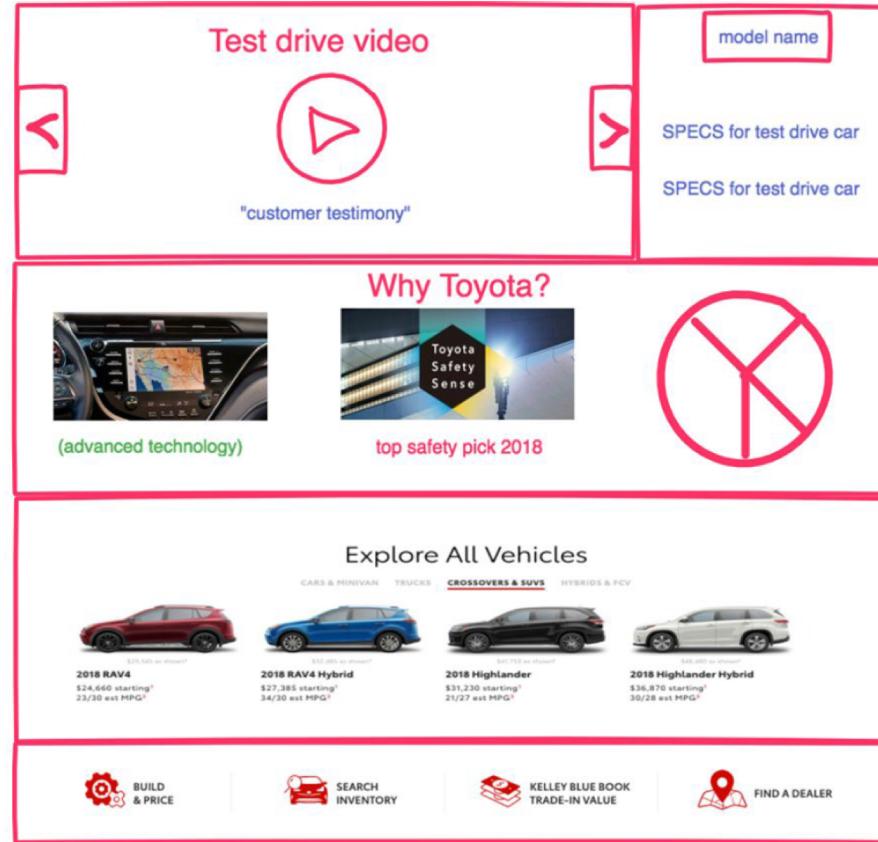
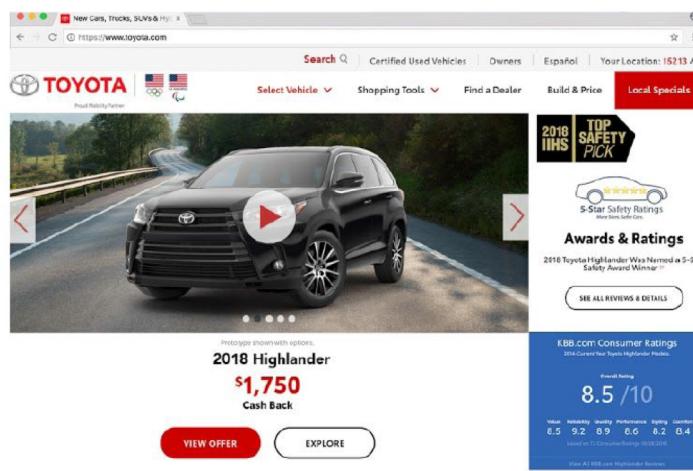
Modifications:

Based upon the given user test comments, we mainly added images and sections to fill the webpage. We specifically added visuals that featured more highlighted products and a "View more cars" tab to allow target audiences to look more into Toyota's offers, as well as a "Sign up for a newsletter" button. In the end, we made minor changes to enhance the visual consistency such as softening the overall color palette and fix image border lines.



US:

Notes	Person 1	Person 2	Person 3
Strengths	- Nice flow - Interesting graphics - Useful information	- Clear formatting - Helpful information - Colorful images	- simple design - uncluttered
Suggestions	- Explain different buying options (leasing vs. buying) - Tab to find used cars - Contact information - Award(s) in the why toyota section	- Add more details on awards and achievements - Compare Toyota to the industry	-add comparisons to other cars in industry -add user reviews -more emphasis on toyota brand

US Pre-Testing Wireframe:**US Final Wireframe**

Recommended prototype tools

- Photoshop (include as png or jpg files)
- <https://www.axure.com>
- <https://wix.com>
- Adobe XD
- <https://www.framer.com>
- <https://proto.io>
- <https://www.invisionapp.com/>
- <https://blog.prototypr.io/top-20-prototyping-tools-for-ui-and-ux-designers-2017-46d59be0b3a9>