

# [Information systems project ,, application design](https://assignbuster.com/information-systems-project-application-design/)

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INFORMATION SYSTEMS PROJECT: APPLICATION DESIGN By Affiliation: Proposal for the Development ofWebsite/Mobile Application
Efficacy is one among the defining properties of business activities that business models and establishments look forward to attaining. However, efficacy is considered from a variety of perspectives among them customers’, investors’, and business owners’. Contemporarily, information technology has enabled companies to be more efficient in delivering services and products to customers from all over the world. Referred to as globalization, the exchange of culture and the provision of products and services to different types of customers merits the use of technology to deliver services and promote products.
Following these needs, it is paramount that businesses and non-business establishments to develop technical solutions aimed at meeting customer needs at all times. Hence, this is a research proposal which seeks to authenticate the validity of developing web-based mobile application whose purpose is to ensure customers are able to follow up events that matter to them such as the schedule of favorite movie at the cinema, where to buy tickets for major sporting events, and finding business establishments such as supermarkets, medical facilities, and grocery stores through the use of an integrated map and navigation tools.
Purpose/Aim of the Project
The need for faster service delivery is a universal business consideration that take into account the need for better time management. Based on this need, a proposal for the development of a website that intends to serve specific customer requirements such as navigating through busy streets to access services such as therapists, dentists, restaurants, and restaurant menus developed to facilitate better time management and self-efficiency for customers from all around the City of Riyadh. The functionality of the website, which will have the potential of being ported into a mobile application will take into consideration the aspect of navigation through real-time city maps showing categories of establishments meeting a customer’s needs.
The project’s aim will be to integrate the concept of shared local experience targeting Riyadh, Saudi Arabia, customers such that business establishments and the customers are connected through a virtual network facilitating better time management, flawless navigation through busy city streets, accounting for clicks per page for businesses that will integrate their services and product offers to the proposed website and subsequent mobile application. The mobile application development will take into consideration the most popular mobile operating systems such as Android and iOS. Although other operating systems are available such as Windows and Blackberry, this project will focus on creating generic mobile applications based on the Android operating system. By generic, the application will be available for download not only to smartphone users but also to tablet computer users, as well as other devices such as Samsung’s Note Series.
The Project Objectives
The objectives of the project are associated with the use of technology in ensuring businesses can attain their optimal output. The objectives of the project consider:
The creation of mobile application that increases the efficiency of patrons to the service industry
The development of an online resource platform that acts as a directory to visitors of Riyadh City, Saudi Arabia.
The initiation of an integrated platform that joins business models in the development of customer relationship management.
Project Scope and Budget
The target audience for the project is marketers who must find ways of integrating technology to their corresponding business models so as to provide customers with relevant information deemed to boost productivity. The project will be self-sponsored as the project team takes this as self-nurtured endeavor. Since the development of mobile application does not need any form of programming knowledge as application templates are readily available. The approximate duration of the project is 139 days which is almost double the standard project period of 60 days (See Appendix 1). In this case, the baseline project budget will be anywhere between $5, 000 and $10, 000. Within this budget; expenses such as meals, stationery, diagnostic tools, power consumption, equipment maintenance, travel expenses, and website hosting charges will be considered. The project supervisor will act as the auditor and will be entrusted with the responsibility of ensuring that tasks are accomplished with reference to project goals – throughout the project, the supervisor will be met with seven times including 30/10/2014, 11/11/2014, 15/1/2015, 22/1/2015, 12/2/2015, 12/3/2015, and 9/4/2015 hence the representation of the meetings after the completion of every two tasks..
References
MINER, J., & MINER, L. (2005). Models of Proposal Planning & Writing. Greenwood Publishing Group
APPENDIX 1: Project Planner
Project Planner
Period Highlight:
1

% Complete

Actual (beyond plan)
ACTUAL
ACTUAL
PERCENT
ACTIVITY
START
DURATION
COMPLETE
PERIODS

5
10
15
20
25
30
35
40
45
50
55
60
65
70
75
80
85
90
95
100
105
110
115
120
125
130
135
Meeting Supervisor
1
1
100%
Gathering Initial Requirements
2
14
100%
Review Draft requirements
16
7
100%
Meeting Supervisor
23
1
100%
Seek Management Approval
24
1
0%
Analysis of Business Processes
25
14
70%
Meeting Supervisor
39
1
0%
Develop A nomarlized Database
40
7
0%
Transfer of Raw Material
47
28
0%
Meeting Supervisor
75
1
0%
Database Testing
76
4
0%
Design Website
80
14
0%
Meeting Supervisor
94
1
0%
Develop a Website Demonstration
95
28
0%
Test Usability
123
14
0%
Meeting Supervisor
137
1
0%
Project Completion
138
1
0%
Meeting Supervisor
139
1
0%