Information systems project ,, application design

Technology, Information Technology

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%