Putra Business School

GSM 5170 Management Information System

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Lecture 7

Case Study 1: The Good-Enough Technology Economy

Case Study 2: Tablets Take Their Place in the PC market

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Case Study 1: The Good-Enough Technology Economy

1. ***As we alluded to, the outrageous transformation taking place in the camera and film industries is being caused by good-enough products, specifically digital cameras and phone-embedded camera. Read the Outrageous Industry Transformation cases at the beginning of Chapter 2 through 8. Which corrections are being caused by good-enough technology products?***
    a. The outrageous transformation taking place in the camera and film industries is being caused by good-enough products. Its leverage the existing product and renewed to the new version based on the technologies.
    b. Consumer technology offers the most obvious examples of good enough. From a film based camera's has been transformed to digital cameras and many other examples which made the daily life easier either during leisure or at work place.
    c. To understand the dynamics of the transformation underway, it is important to grasp both the scope and the speed of this revolution. Its roots are indeed very recent, beginning with the widespread introduction of large mainframe computers in the 1950s and ’60s, followed by steady advances in computing power that permitted a decrease in their physical size up to tablet.
    d. The computer and IT revolutions have changed virtually every industry in the economy. Numerous examples illustrate the point:
        i. A manufacturing plant can be operated by a handful of technicians controlling robotic systems.
        ii. State-of-the-art inventory systems can supply needed parts "just in time" for assembly.
        iii. New jobs have been created in airfreight and delivery systems to service such just-in-time inventory operations.
        iv. Handheld mobile phones have become commonplace, and digital phone systems will soon be able to reach anyone in the world via satellite.

2. ***What does all this mean for systems development? In the good-enough technology economy, which will organizations afford to use the traditional SDLC and completely gather requirements before proceeding with development? For what systems can organizations still use the traditional SDLC?***
    a. A software development methodology or system development methodology in software engineering is a framework that is used to structure, plan, and control the process of developing an information system. Example is SDLC, waterfall methodology and etc.
    b. Yes. Is a framework that is used to structure, plan, and control the process of developing an information system.
    c. Software companies such as IBM, Apco and etc. In house or outsource of system creation still follows the SDLC method.

3. ***How is this notion of getting things out the door quickly and then using market feedback for product improvement similar to the concept of prototyping? What are the disadvantages of using such an approach to the release of products that aren't perfect?***
    a. A prototype is an early sample, model or release of a product built to test a concept or process or to act as a thing to be replicated or learned from. It is a term used in a variety of contexts which create based on the requirements.
    b. Same goes to software prototyping. It is also known as incomplete versions of the software program being developed. It is an activity that can occur in software development. Based on this it will brought up to the discussion to get the feedback whether it is acceptable or required any changes.
    c. Disadvantage of this method, caused time. As user requirements would not able to fulfill 100%, based on feedback we will be doing the changes, yet still there will be changes required which will cause delays, cost and resources.

4. ***Can manufacturers of automobiles use the concepts of the good-enough technology economy to produce automobiles? What features of an automobile must be perfect (or very close to it)? What features of an automobile can simple be "good enough"?***
    a. Yes. Manufacturer of an automobile can use the concept for good-enough when these are able to fulfill
        i. Does the invention provide a unique solution to a real problem?
        ii. Is invention superior to existing products?
        iii. Does invention have a large potential market?
        iv. Can invention be produced and sold at a profit?

Case Study 2: Tablets Take Their Place in the PC market

1. ***Computers. Using some AI techniques like those we discussed in Chapter 4, can learn. In the classroom while a child is using a tablet PC to learn the basics of addition, how can software be developed to aid in the learning process? Does this mean that teachers are no longer needed for some subjects? Are teachers needed earlier grades while computer-based training can take over in later grades? Why or why not?***
    a. What AI can do?
        i. When you search the web, ranking algorithms are employed to choose the relevant web pages to show.
        ii. When you deposit a check at an ATM, handwriting recognition is employed to automatically figure out the deposit amount.
        iii. When you take a picture, face detection is employed to identify faces and perform auto-focus or auto-tagging.
        iv. If you want to read a news article in another language, you can turn to machine translation.
            1. Software will definitely will able to develop to aid the learning process.
    b. Teachers are still required to monitor the learning outcome, assist students for the class activity apart from learning.
    c. Indeed there is no right and wrong. Depending on scenarios both can be applied. Children who are growing need someone to teach and guide about the outer world apart from parents. People need to learn by communicating with people by mingle around their friends. Technology is for our knowledge and required to use wisely but we as a human should nurture the environment of communicating with people who is around us.

2. ***End-user systems, like those that allow patrons to order meals on an iPad, must be "idiot proof" (We apologize for the crudeness of that term.) That is, systems must be usable without training and created in such a way, for example, that a patron at one table cant accidentally change the order of a patron at another table. What does this mean for systems development? Can complex and complicated end-user systems be developed and deployed on tablet PCs so that people can use the systems without training and without intervention by a knowledgeable person such as a waiter or wateriness?***
    a. Traditional way of menu ordering is converted to web based by using iPad.
    b. From system development perspective system improvement is required to cancel, update, edit or delete the order.
    c. Yes, meal ordering systems can be developed as its been converted from traditional menu order with waiter/waitress to web based by using iPad. As is we communicate with human now it's being communicate through table PCs. We believe training may not required.

3. ***What security issues are involved in allowing people to pay with tablet PCs? Does this payment process make it easier for someone to steal your credit card information? Are you***

comfortable using a restaurant-supplied technology to enter your credit card information? Why or why not?

a. Normally user's will think:
    i. Is it secure to use online?
    ii. How if there is downtime during the process?
    iii. Is our data secure?
    iv. Is it one time transaction or will be any other transaction will occur without our knowledge?
    v. Will the party receive my money?
b. Step #1: Check to see if there is a P2PE solution available.
    i. P2PE basically means that the cardholder data is encrypted before it enters the smartphone or tablet and stays encrypted all the way to the P2PE Solution Provider, who then transmits it safely to the payment processor
c. Step #2: Check with your payment processor and/or card brand for recommendations.
    i. Merchant: Paypal.
d. Step #3: Ensure that the mobile device you intend to utilize for accepting mobile payments is safe and up to date
    i. Make sure your mobile device is not "rooted" or "jailbroken"
        1. Rooting- an Android phone is gaining superset rights so you can install apps and customizations not allowed by the Android market or the carrier.
        2. Jail breaking - is an iPhone is basically the same thing as Android
    ii. Update to the latest version of your operating system
    iii. Only use apps from trusted sources
    iv. Update your apps as new releases become available
    v. Install an anti-malware/anti-virus app
e. Step #4: Don't store card data.
f. Step #5: Lock your mobile device

4. ***What will happen to offshore outsourcing for software development? Can outsourcing firms in India and China, for example, be expected to develop software systems for use in U.S. schools? Can those same firms be expected to develop systems that meet FAA rules and restrictions?***
    a. Offshore outsourcing is the practice of hiring an external organization to perform some business functions in a country other than the one where the products or services are actually developed or manufactured. It can be contrasted with offshoring, in which the functions are performed in a foreign country by a foreign subsidiary.
    b. Can, but may not able to fulfill their requirement fully. This is because both are from different region and they have their own way of education life practice which will be difficult for the developer to understand. The system will able to develop based on the requirements given.