

Project Plan

Group 1b. Software Evaluation

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ABSTRACT

The Strategic Management System software developed in the Spring 2003 IPRO is targeted at medium-sized family businesses. Research finds that most Mid sized businesses do not have a strategic plan. (Final Report, Spring 2003) The Strategic Management System software incorporates other critical factors, such as the customer, the internal process, and the learning and growth of the business, in addition to just the financial aspect that mid-sized businesses are only concerned with.

The main area of focus of our team, the Software Evaluation group, is analyzing the competitive softwares. There will be 8 different softwares including Mappware and our own SMS software. After identifying the different competitors out in the market, we will create a criteria list and a ranking system in which we will evaluate the softwares. We will then develop an example how our SMS software can be synergized with other softwares, as well as develop a super software bundles that combines all the 8 softwares' strength. In addition, the information we researched on our competitors will enable us to help the System Redesign team in understanding what should be included in the SMS software to make it an even better tool.

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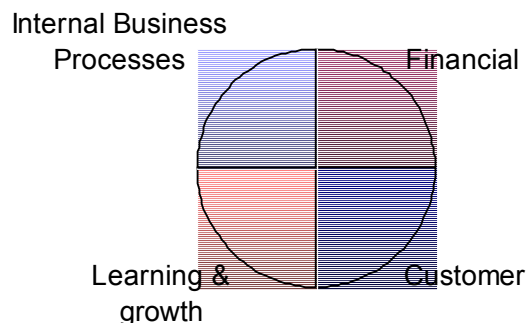
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1. Introduction & Background Of The Project

1.1 Balanced Scorecard (BSC)

The Balanced Scorecard is concept proposed by Robert Kaplan and David Norton. It is a performance measurement and management system using objectives to measure in four inter-related perspectives – financial, customer, internal process, and learning and growth. (Kaplan, Norton 1996) It enabled companies to track financial results while simultaneously monitoring progress in building the capabilities and acquiring the intangible assets they would need for future growth. The BSC is not a replacement for financial measures; it is a complement. (Kaplan, Norton 1996)

The Original Balanced Score Card



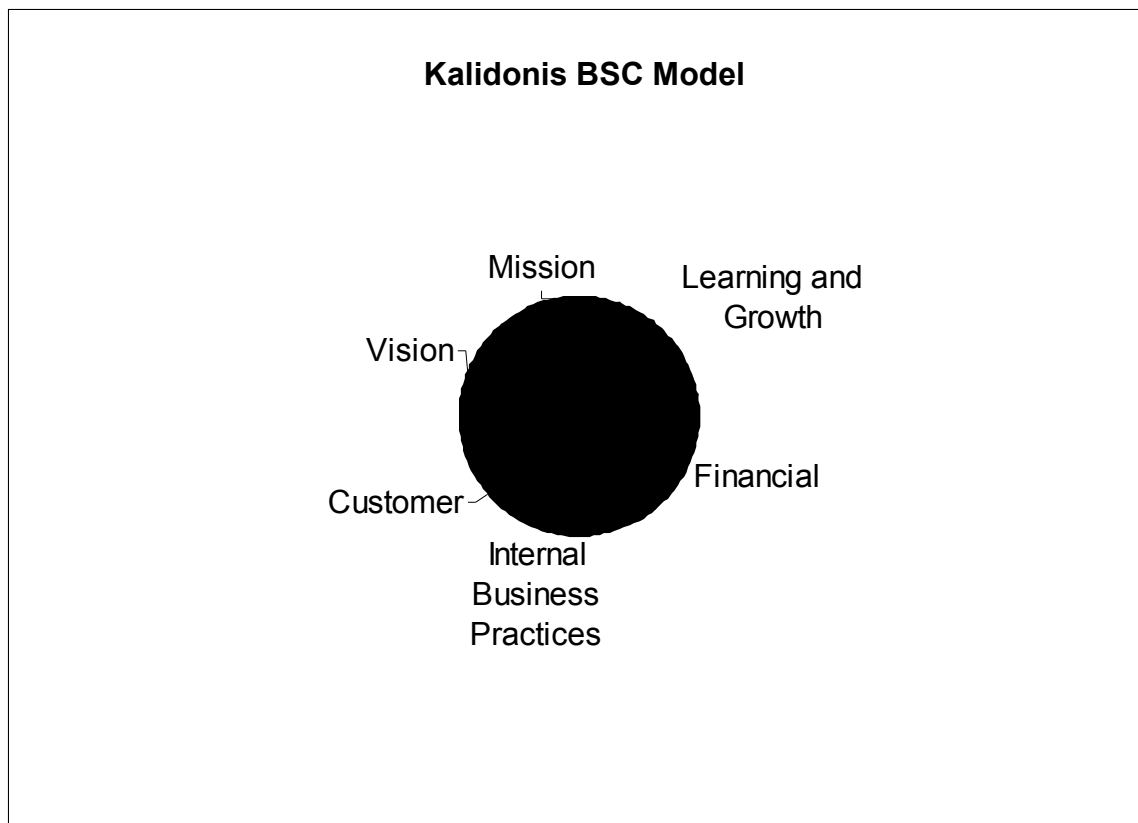
1.2 Strategic Management System (SMS)

The Balanced Scorecard has proven to be successful. With the capabilities of the BSC as a framework for implementing and managing strategy, plus the

Kaladonis model developed by Dr. George Kaladonis, the Strategic Management System was developed. Besides the four inter-related perspectives used by the BSC, the SMS software also uses vision and mission to help build tools across all the perspectives above. Led by Dr. David Pistrui, the SMS Software aims at small to medium size business in the Chicagoland area that have between 20 to 500 employees with value greater than \$10 million. (Final Report, Spring 2003)

The biggest advantage of the SMS is that it is free, and can be accessed anywhere as long as one can access to the Web. With the web-base capability, the management of a company can lay out their future planning even at home late at night, whenever wherever. With the newly added Spell Checking ability over the spring, and a well define glossary, help can be obtain easily.

This upcoming semester, the SMS Software is going to be more conducive to customers, and users without any technical background or business background would find this software easy to use. The future looks promising for this newly developed software.



1.3 Module Overview For Software Evaluation Group

- Identify, organize and evaluate a series of different software systems
- Analyze and create a rating system to benchmark and rank the softwares

- Develop and present examples of how different software systems can be integrated, and come up with a super-software that combines all the strength of each software that we identified
- Assist Mappware in identifying their competitor's target market.

2. Objectives, Milestones & Expected Results

While working on the module overviews, our team will try to answer the research questions listed below. This will be combined into our Final Report at the end of the semester.

2.1 General Research Questions

- Who are the competitors?
- What should be our target market?
- How can SMS be used in mid-sized businesses?
- How do you make the SMS software more user-compatible?
- What are the market trends: new products, application, pricing?

2.2 Specific Research Questions

- How many competitors are there in our predicted target market? And what are their competitive advantages?
- How should we sell SMS and for how much?
- What are the criteria for "a good" software for mid-sized businesses?
- Can we find synergies between our software and other systems providing the same services?
- What will the ideal management software consist of?

2.3 Primary Objectives

Identify and evaluate eight competitive software systems (including Mappware and SMS). This will be accomplished by creating a rating system according to the criteria the group decides are the most relevant to the customer based on the research done by the group. These systems will then be ranked based off of these criteria. After having identified the major strengths of each software we will explore how these can be incorporated into our software and how we can possibly create the perfect management software.

2.4 Secondary Objectives

Our team will create criteria matrixes with point scale to evaluate different software systems. Along with this, a SWOT analysis will also be performed. Finally, we will use our knowledge to help Mappware identify their target market, as well as assist the System Redesign group on the improvements of the SMS Version 2.0.

2.5 Assumptions

To make the task assigned to our module easier, we thought it would be prudent to make the following assumptions about the companies we will be targeting with our software.

- Midsized businesses are not familiar with the idea behind strategic management.
- Midsized businesses do not have high-speed Internet access (most likely a 56K modem).
- Midsized businesses feel that they do not need such software and that it is for big organizations with complicated issues.
- Midsized businesses do not have the market knowledge required to interpret and implement the strategies of this software.

The above assumptions, while not all-inclusive, will help us deal with the complicated market that is the focus of our software, i.e. medium size family owned businesses.

3. Team Overview

3.1 Spokesperson

3.1.1 Description

Spokesperson is the mouth and the ear of a group. Spokesperson represents, speaks, and answer questions on behalf of the whole members of a group.

3.1.2 Biography

KaeBin Tan is a 4th year Electrical Engineering major and is minoring in Operational Management. He is taking an accounting class right now and was a member of the simulation group for an IPRO on solar awnings last summer. During that time, he got to know and use a variety of softwares that calculate energy-savings while doing simulations for the house model attached with the awnings. From that IPRO experience, he learned how to interact with group members, and how to synergize talents from different fields in order to make the IPRO a cross-functional team.

3.2 Secretary

3.2.1 Description

Secretary is the one who is responsible for managing important documents, sending emails, taking notes, and scheduling deadlines and meeting.

3.2.2 Biography

Tak Man Wong is a 3rd year Electrical Engineer major with a minor in Operational Management. After having taken a marketing class last spring, she finally decided that her interest was not in engineering, but in a more creative field. She plans to get a Master Degree in Design, and combine this with her knowledge in electrical engineering in electrical-related product development/design. This is her first IPRO in IIT.

3.3 Technical Support

3.3.1 Description

Technical Support assists other group members if they run into technical problems in their software. Technical Support is the specialist for evaluating the software.

3.3.2 Biography

Jihae Yoo is majoring in Computer Engineering and has a degree in Computer Science. She is taking Economy class and was in the 2002 IPRO of Bus Tracker as an electrical/manufacturing group member. She researched on the radio parts and regulations for usage of bandwidth. She learned the importance of teamwork and communication inside the team and cooperation among modules in her previous IPRO class. She will be attending the graduate school of USC for a master's degree program next year and she will study in the field of wireless communication.

3.4 Team member

3.4.1 Description

The goal of a team member is basically to follow the orders given to him by the team leaders and help out where ever help is needed by the group. Being team member is a lot harder then it would appear to be. Since the team has more of an open ended style of leadership any one with experience in a certain field would be seen as the team leader and this is where a team member would hope to make a mark on the project.

3.4.2 Biography

Syed Husain is currently a senior majoring in computer engineering. He is involved with many organizations on campus and is currently a member of the IIT soccer club, the residence halls association and the comic book association. Was previously a member of the Mappware team, after its dissolution joined the Software Evaluation team. The purpose of joining this IPRO was to gain knowledge about business operations and gain experience in the area of non-conventional business strategy.

3.4 Critical Success Factor

- Attendance of team members at meeting
- Understanding of project mission & vision
- Solid teamwork
- Responsibility on own tasks and deadlines
- Read marketing books to understand strategic management, strategic planning, competitive advantage, promotional mix, and some other business terms that we are not familiar with
- Always think from a customer's point-of-view

4. Activity Schedule & Key Dates

4.1 Date, Activities, Output

Date	Activities	Output & Deliverables	Hours Spent
6/2/03	Introduction/Overview Introduction to BSC & SMS software	Course Syllabus, Evaluation, Guidelines, Reading, Demo	3 hrs
6/4/03	Assignment 1 Discussion Project Plan development	1-2 page write up of readings, Establish teams, Captains, and Spokesperson, student SMS demos	3 hrs
6/9/03	Mappware.com presentation Project Plan development Problem Statement/Research Questions	Meet with Mappware Project management team, draft Project Plan outlines, Q&A	3 hrs
6/11/03	LACC presentation Project Plan development Primary Objective/Sub Objectives	Meet with LACC consultants, finalize Project Plans due 6/13	3hrs
6/12/03	Pick up Mappware	Summary for each software	

	Documents at Stuart Business School Read documents	due 6/16 include: 1) Strength 2) Target Market 3) Questions/Comments	5 hrs
6/16/03	Meet 10pm to discuss about Project Plan & come up with a Criteria List to which the softwares will be analyzed Assign sections of the Project Plan report, as well as which softwares to analyze for each member (2 softwares each)	Criteria List with rating scale, Project Plan sections due 6/19, software evaluations due 6/22	3 hrs
6/18/03	Meeting with System Redesign in class to share information/insights Evaluate Mappware	Draft Mappware evaluation	2 hrs
6/19/03	Meet 12 noon to combine sections of the Project Plan Redefine the Criteria List Evaluate SMS	Final Draft of Project Plan Draft SMS evaluation	5 hrs
6/22/03	Meet 9pm to work on Power Point presentation Review & discuss software evaluations	Draft Power Point presentation	3 hrs
6/23/03	Short Power Point presentation and Q&A session	Power Point presentation	3hrs
6/24/03	Meet 3pm to work on revised Final Project Plan, Power Point presentation, & Mid Term Progress Report	Revised Final Project Plan, Power Point presentation	5 hrs
6/25/03	Power Point presentation	Power Point presentation	3hrs
6/26/03	Meet 3pm to work on Mid Term Progress Report	Mid Term Progress Report	
6/27/03	Meet 3pm to evaluate all the softwares in-depth as a team Develop an example of how different softwares can be integrated together into a super software Develop an example of how SMS can be synergize with other softwares	Software evaluations Example of a super software Example of how SMS can be synergize with other softwares	
6/30/03	Review & Project Improvement Workshop	Refocused objectives, list of CSFs, outline of final deliverables including dates	

7/1/03	Meet 3pm to work on draft sections of Final Report	Draft sections of Final Reports	
7/2/03	Open Meeting-Development Workshop	Focused on specific team needs, draft sections of final reports	
7/4/03	Meet 3pm to continue working on sections of the Final Report Assign sections of Final Report to each member	2nd Draft sections of Final Report Sections of Final Report due 7/9	
7/7/03	Module and Working Group Activity Update & Progress Reviews	Q&A discussion, project reviews	
7/9/03	Open Session-Module-Group meetings Combine sections of Final Report Send Draft Final Report to be proof read	Individual meetings Draft Final Report	
7/11/03	Meet 3pm to work on Team Power Point presentation	Parts of the Team Power Point presentation	
7/14/03	Work on Team Power Point Presentation	Team Power Point presentation, cover any key issues/questions	
7/16/03	Final Team Presentation Development of Final Presentation for IPRO day	Short Team Presentations, Draft Final Presentation	
7/18/03	Meet 3pm to finalize Final Report	Final Report	
7/21/03	Assemble Final Report Practice Final Presentation	Hardcopy, CD-Rom, Power Point presentation	
7/23/03	Submit Final Deliverables, Presentation	Submit Final Report, Web page, Poster, & Practice Final Presentation	
7/24/03	IPRO Day Stuart Business School	Final Presentation & Poster Session Business, 4-6pm	

4.2 Bibliography/Source

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- Zikmund, William G., and d'Amico, Michael, "The Power of Marketing," 7th Edition, South-Western Publishing, 2001

Appendix A - Full Contact List

Faculty

		Phone number	School	Address
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Companies

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6. AGREEMENT

We the members of the Software Evaluation Team, belonging to the Technology Design and Development Module, agree to work as diligently as possible and equally distribute work among the group. We shall not place all the work on one team member and shall work together to follow our objectives, our mission and our vision to produce the deliverables by their due dates.

We hereby sign our names after having read the above agreement and understood it.

Kae Bin Tan

_____ Date _____

Tak Man Wong

_____ Date _____

Jihae Yoo

_____ Date _____

Syed Husain

_____ Date _____