Final Presentation

Software Evaluation Group

Kae Bin Tan, Tak Man Wong, Jihae Yoo, Syed Husain

ILLINOIS INSTITUTE
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Module Overview

- Identify, organize & evaluate SW systems

- Analyze and create a rating system

- Present the overview and SWOT analysis of software

- Develop a template of a super SW with the best aspects

- Assist Mappware in identifying target markets

Evaluation Process

Start

Analyze target market

Marketing aspect

Product aspect

Customer Service aspect

Stop

Next
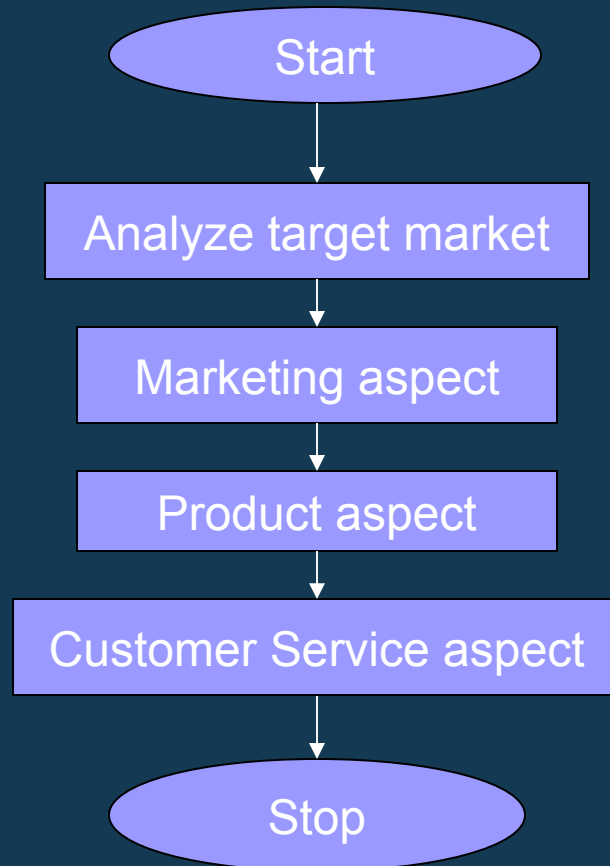
SMS

- Target Market: Medium-sized closely-held enterprise, Fortune 1000 companies, non-profit organizations, small companies

- Rating Basis: SMS Version 1.0

Graph

Mappware

- Target Market: Medium-sized closely-held enterprise, Fortune 1000 companies, non-profit organizations, small companies

- Rating Basis: Mappware Demo

Graph

ithink

- Target Market: Business related fields(i.e profit or non-profit organization)

- Rating Basis: i-think Version 7.0a

Graph

StrategyMap

- Target Market: Medium-sized to large corporate companies

- Rating Basis: Website Information, Telephone Interview

Graph

iDashes

- Target Market: Corporate, Consultants, (Small Businesses)

- Rating Basis: Online Presentation, Online Demo

Graph

Virtual CEO

- Target Market: Large corporate companies, non-profit, government agencies, consultants

- Rating Basis: Online Presentation, Online Demo

Graph

Elevator

- Target Market: CEOs, Executive teams of Global 1000, Large Middle Market Companies

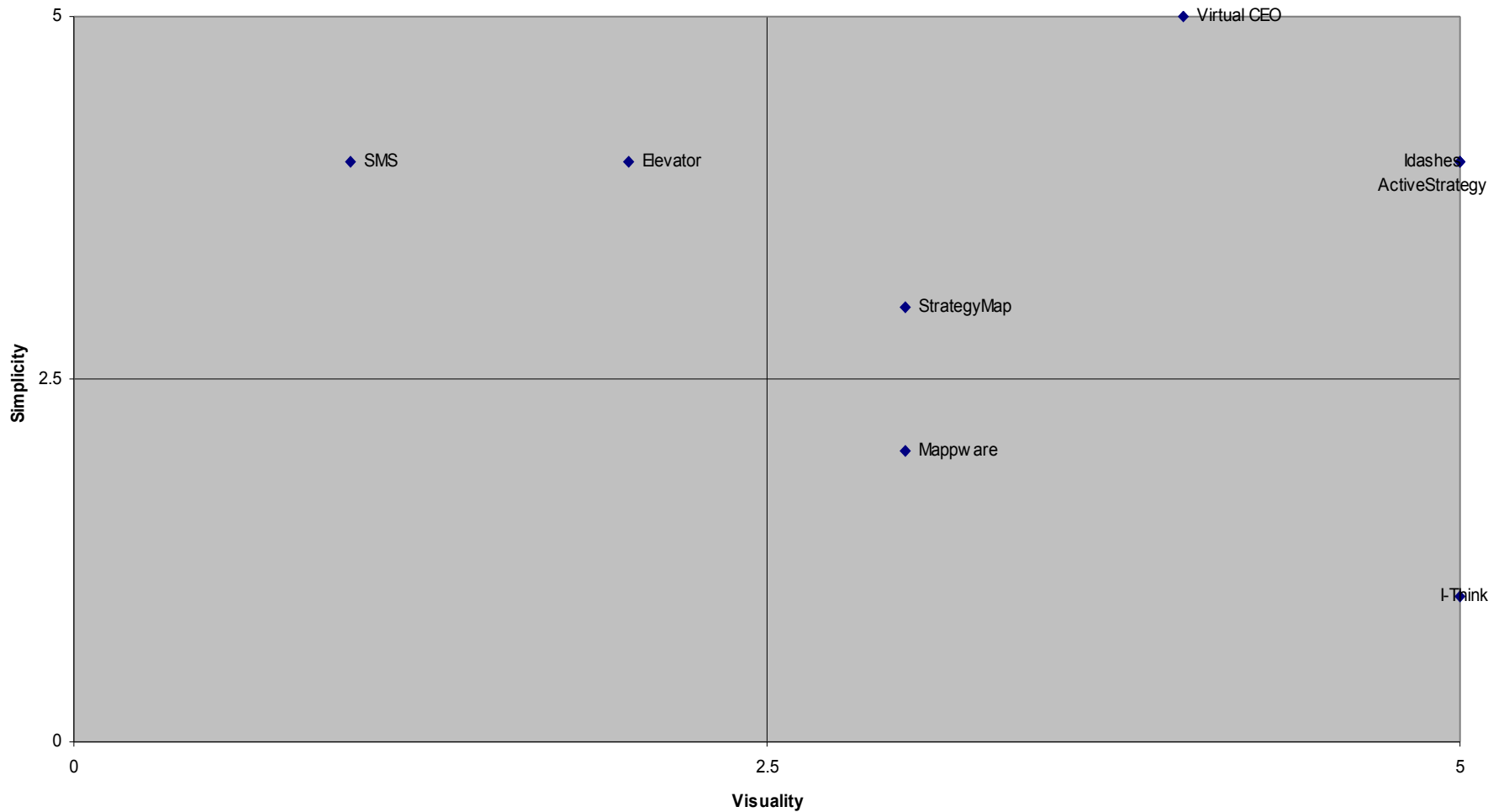- Rating Basis: Website Information, Interview and demo

Graph

Activestrategy

- Target Market: Finance, Telecommunication, Government, Manufacturing Companies.

- Rating Basis: Website Information, Online presentation

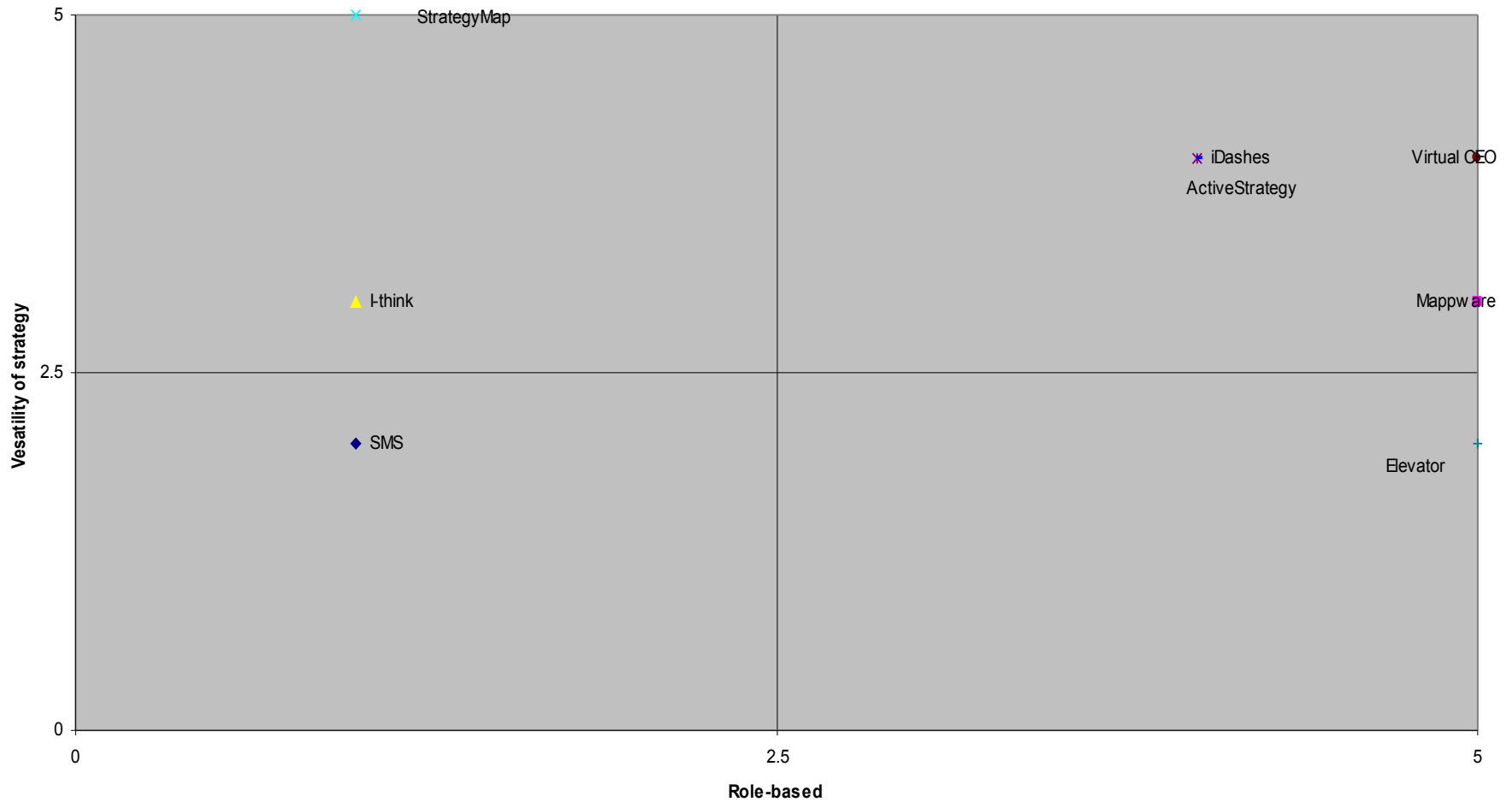**Graph**

Overall Rating for Product Aspect
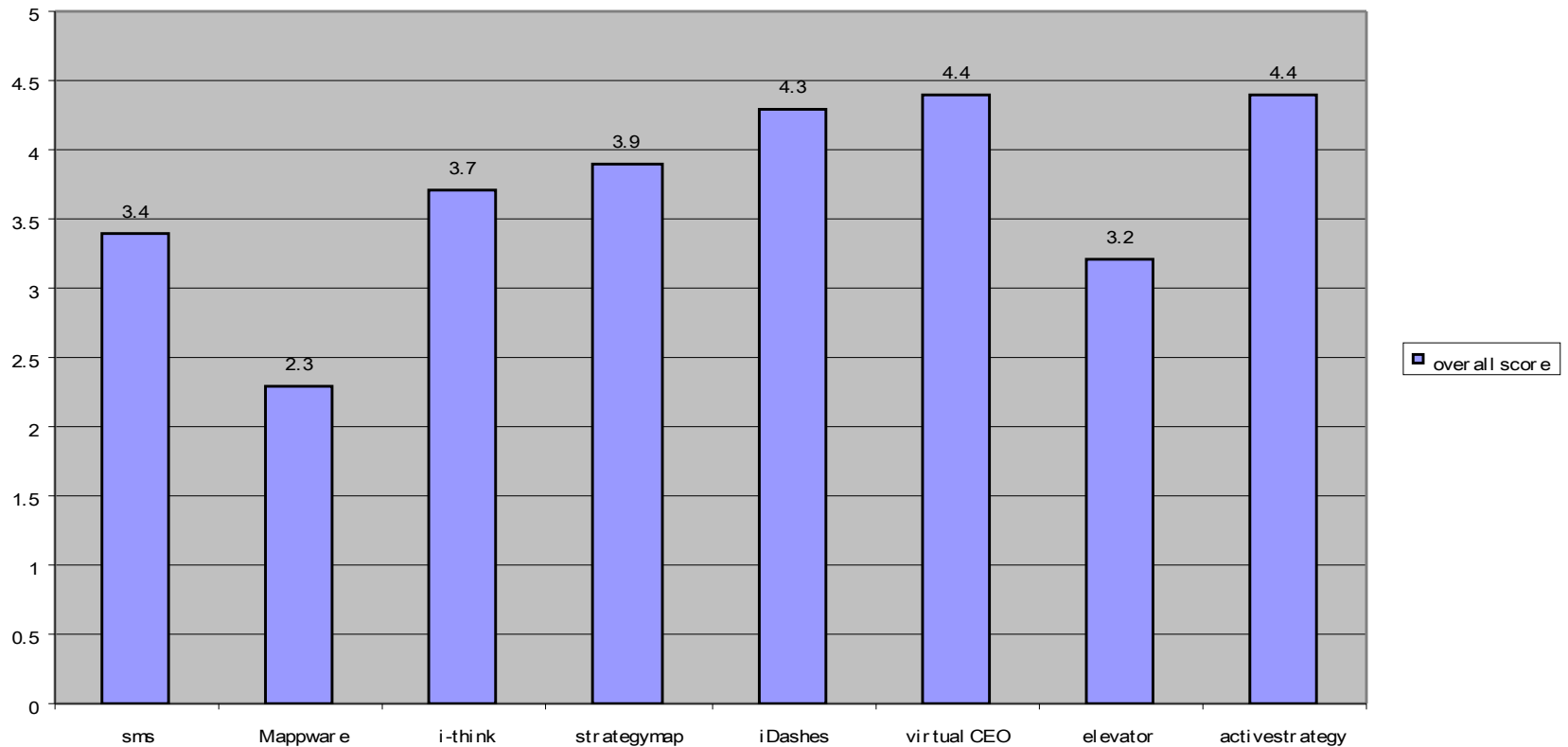
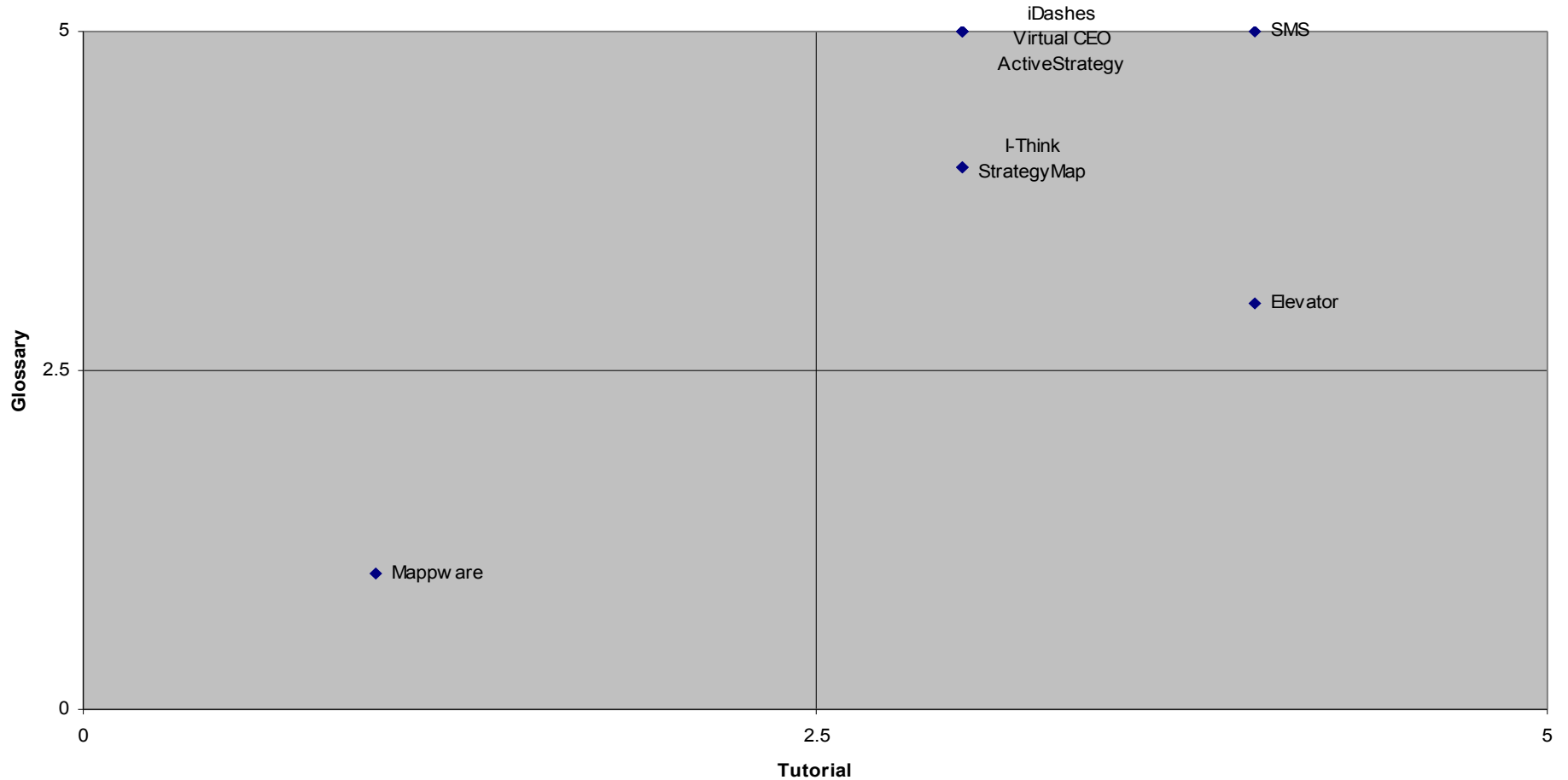* Criteria list was used to evaluate SW. Only applied criteria were selected and used to calculate mean values.

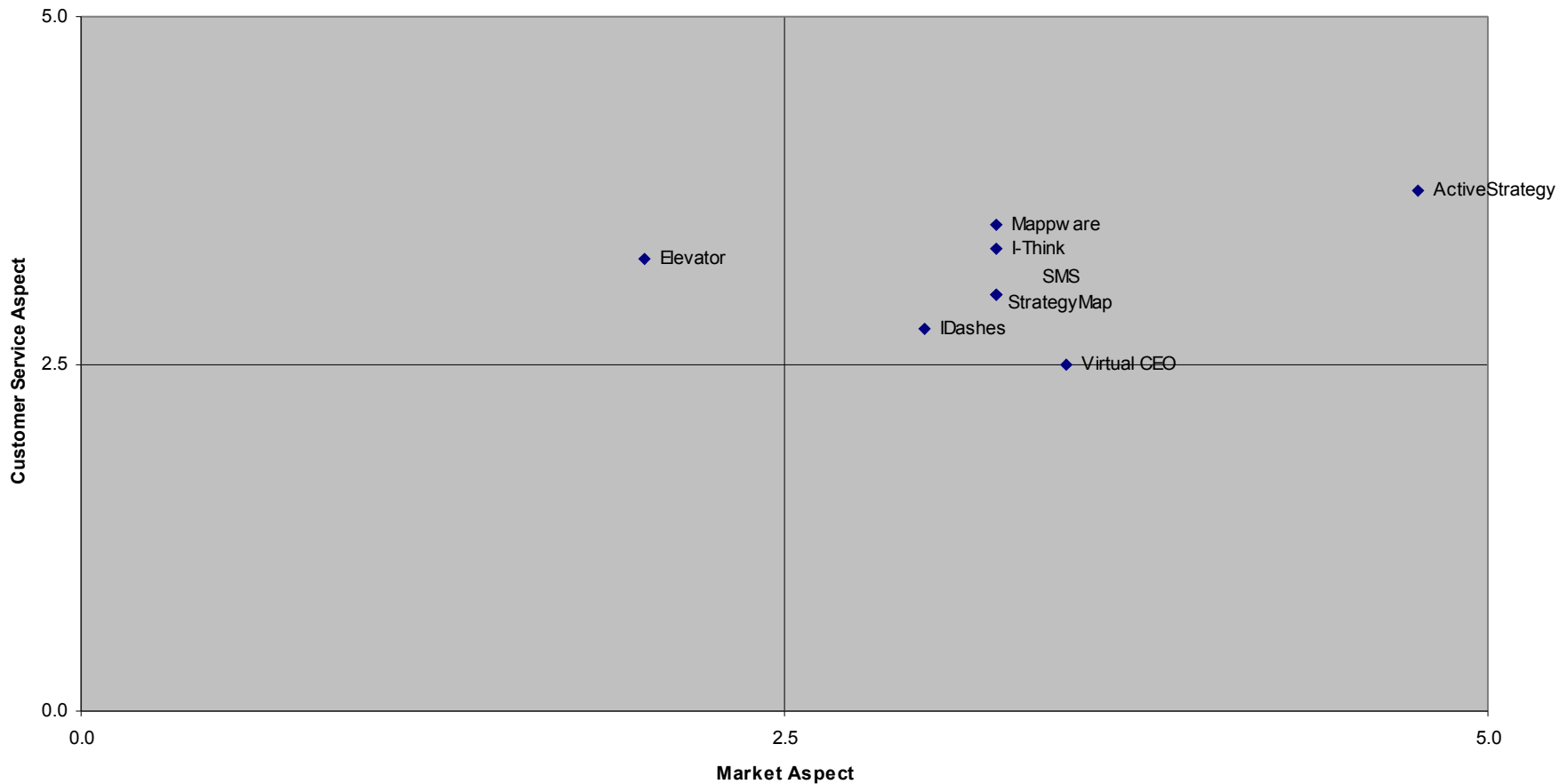# Visuality vs. Simplicity

Versatility of Strategy vs. Role-base

StrategyMap

iDashes   Virtual CEO

ActiveStrategy

I-think   Mappware

SMS   Elevator

Vesatility of strategy

Role-based

Tutorial vs. Glossary

Marketing vs. Customer Service

SWOT Analysis

Name	Strength	Weakness	Opportunity	Threat
SMS	Glossary	Graphics	Nature of the software, target market	Lack of customer service
Mappware	Warranty	Glossary & tutorial	Well-developed role-base	Undefined target market, paranoia
ithink	Visualization	Sophisticated &time consuming	Target market	Not focusing on market trends, branding
StrategyMap	Flexible	Lack of demo	Adaptability	Lack of identity
iDashes	Visualization	High system requirements	Applicability of strategy	Graphically overwhelming
Virtual CEO	Easy to use	Not role based	Promotion and advertising	Spread-out target market
Elevator	Role-Based	No Update version	Nature of Software	Not Application Service Provider
Active Strategy	Good branding	Customer service	Marketing	Lack of customer service

Template of Super SW

Market Aspect

- Esthetics - Virtual CEO
- Branding – Active Strategy
- Promotion – Virtual CEO
- Online Demo – iDashes

Customer Service

- Service Bundle – Active Strategy
- Warranty – Mappware

Technical Aspect

- Applicability of strategy map - iDashes
- Simplicity – Virtual CEO
- Multiple users – Active Strategy
- Glossary – SMS (content), ithink (layout)
- Update version – SMS
- Visualization – iDashes