

Case Study for Work Simulation

This document is intended to provide you with some background information for the 'work simulation'. There are two fictitious companies, first there is 'Apptastic' which is a development house for web sites and downloadable apps, and a client company called 'Fabulous Fabrics'. Bear in mind this is a work simulation in an academic setting, so if you are not sure about any of the tasks contact your module tutor for advice.



APPTASTIC

The firm has around fifty employees; there are five support staff that take care of the administrative requirements of the company. There is one chief executive and nine team leaders. You will be working as an intern (un-paid apprentice) for your team leader known simply as 'the boss'. Your new boss will be in contact via simulated emails, SMS and memos. There are other tasks such as interactive decision trees and games which are intended to help you gain insight into the decision making processes of an HCI professional. The material will be presented to you weekly through 'work simulation' portal where you accessed this document.

FABULOUS FABRICS

The business was set-up by two friends in 2012; one of the friends Meg Copland had a small factory producing cotton based fabrics. The second friend was Elijah Foster who is a well-regarded fabric designer who also has experience in fashion design. At present the firm is focused primarily on the print design on the fabrics, which it has done successfully doubling the turn-over since 2012. However Meg and Elijah have created a small collection of garments using their fabrics that they would also like to sell. In addition they are also prepared to print designs for their customers on to their fabric. The business has come to Apptastic because it would like to sell more fabric and their garments to a global audience and they are hoping an app might help them to expand sales.

