

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 'Get-Aways'. 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 is five people taking 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 a 'work simulation' portal viewable from where you accessed this document.

SCRAPBOOK APP

The business was set-up by two friends in 2012; one of the friends Meg Copland has a background in web development. The second friend is Elijah Foster has a business background in tourism. At present the firm is focused on selling last minute flights and hotel bookings. The business has been moderately successful doubling turn-over since 2014.



However the business is now considering how a digital 'holiday scrapbook' might be useful for marketing. The basic idea is that users could create 'holiday stories' on smartphones; with video, photos, audio and text to share online. In addition they are also interested in how a generic scrapbook app (one that is not themed on holidays) might provide a new growth avenue. The business has come to Apptastic because it would like to sell more flights and hotel bookings to a global audience and they are also interested in branching out.

If you have an alternative idea for a client app based upon your work please discuss this with your tutor, but don't proceed without agreement.