

Case Study for Work Simulation

This document is intended to provide you with some background information for the 'work simulation'. 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. 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.

There are two scenarios depending upon whether you are a 'Computing' student of a 'Design' student. You should probably stick to your recommended subject area but you can choose the alternative if you are sure.

SPORT-A-HOLICS (Computing)

The business was set-up by two friends in 2016; one of the friends Meg Copland is a sports journalist, the second friend is Elijah Foster who is a sports business entrepreneur. At present the firm is focused primarily on supplying sports news to media outlets. However, Meg and Elijah would like to create an app of their own which will enable users to subscribers to their favourite sports and sporting events and to view news, highlights and results.



HARMONIES (Design)

The business was set-up by two friends in 2016; one of the friends Sean Yu is a music producer, the second friend is Naomi Ellis who is a business entrepreneur with a focus on music events who has worked with international bands. At present the firm is focused primarily on supplying information about music events to media outlets. However, Sean and Naomi would like to create an app of their own which will enable users to subscribers to their favourite music artists, new music releases and concert events and to view news, highlights and ticket availability.



