

Module_4

Business Function, Collaboration, and Communication

CS 4712 UIE

Dr. Sarah North



What is Business?

The Cambridge dictionary defines it as :

“The activity of buying and selling goods and services”



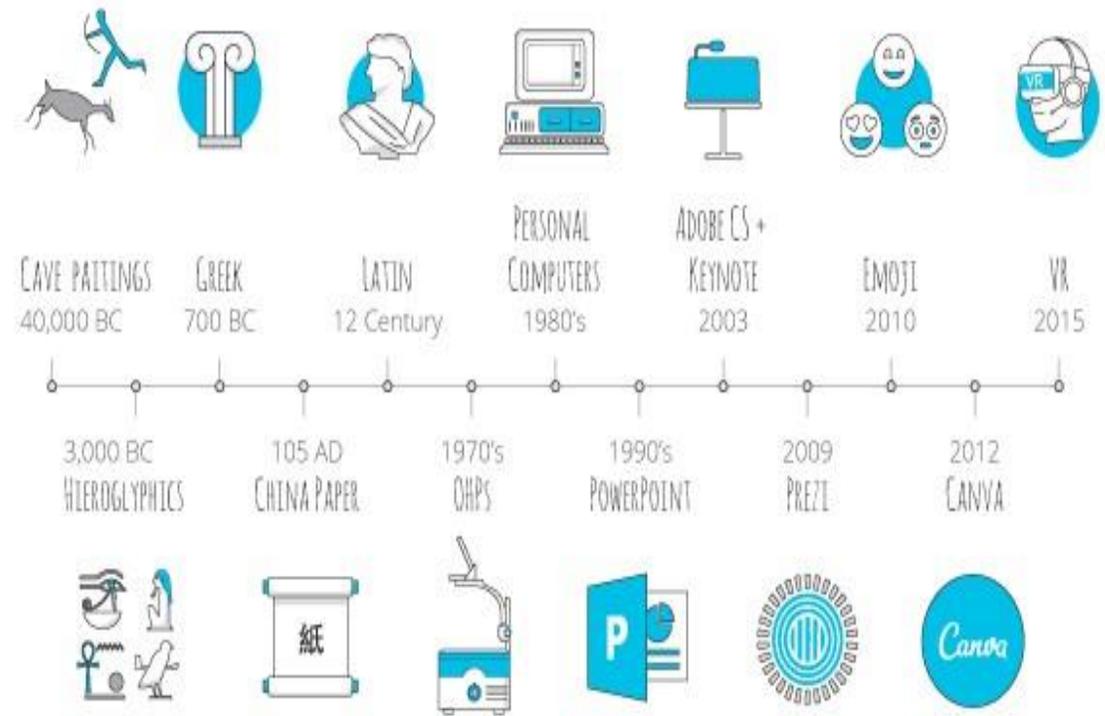
- A business must understand its product or service, its target customers, and must communicate internally and externally with both the people it's producing for and the people who are ***producing the service or product***.
 1. The business has to consider what the program needs to do, for example process transactions, store and organize data, ect...
 - At the same time considering the preferences of the end user so that when being operated, its as simple a possible so that the user can properly mange and navigate with ease
 2. Ultimately ending on what the public opinion on there product is. Do users enjoy the product , do they make critics that could improve the product because one thing to keep in mind is that development cycle must continue in order to improve the product even after its initial launch.

The end user and there impact on business

- **The end user** is the person at the end of the development cycle that interacts with the finished product
- **Without the end user the business has no way of thriving on its own**
- **Businesses need** that end user to purchase there product in order to repeat the development cycle on other projects.
- Thus to effectively develop and produce a well formed product the business has to understand what the end user need and doesn't need
- **Communication between consumer and business** in necessary for the development cycle

Evolution of communication

- From the first signs of civilization people have been able to communicate either via cave and now the internet where communication and interactions amongst each other is made much simpler while at the same time cutting down the time needed to interact with one and other.



UI Communication

- Social platforms
 - In current day social media/ online platforms are one of the main channel for communication
 - **Time plays a big role in the development in this technology**
 - The quicker information can be shared the quicker the ball can get rolling
 - Where in the past information spread very slowly, mainly being that information was reserved for scholars of people of wealth
 - Any one with a internet connection can find out any thing at any time they want.

Positive Impacts of tech on communication

Improve the efficiency of communication

- Ideas are spread faster via online platforms
- Facebook
- Discussion boards
- Twitter / social media platforms
- Collaboration is made easier
- Collaboration on ideas are made more stream line because of online platforms
- The power of the internet makes it easier for ideas to spread

Impact of technology on the business world

- Advances in tech has lead to an increase in commerce
 - Advances in tech has made it easier for business to start and thrive on a online space.
 - Production of good and services in simplified and spreading the word of a product and service is made just as easily.
 - Internally, in a companies employees are able to communicate with one and other via social platforms.



BUSINESS | definition in the Cambridge English Dictionary

Communication and is part in the Business world

- Business is the idea fulfilling a transaction of some kind usually involving good and services in order to obtain a steady stream of income
- To make this possible a business has to run efficiently like a well oiled machine.
- A business has to communicate internally with each other amongst its employees and as well externally amongst the costumer base.

What that means for the employee

- Collaboration amongst one and other is made simple and streamline
- Ideas can be spread quicker amongst each other
 - Traditional meeting in board rooms are not nesacery because ideas are traded quicker online verses scheduling a in person meeting.

What that means for the employee

- Employees can also communicate with their customer base
- **Feedback from customers** can be taken into consideration amongst the employees when making changes to their product and or service.
- **Communicate via online** platforms establish a positive online presence.



BUSINESS | definition in the Cambridge English Dictionary

What that means for the employee

- **Employees also having an online presence associated with the company has some area of action that need to be considered.**
 - Putting yourself online exposes you to the rest of the world
 - As well being associated with a company will reflect on ones life and by the same hand can reflect on to the company
 - Keeping a polished online profile is necessary so that what you do online does not reflect the company.

Impact on employees life

- All the stress could build up and effect the lives of the employees
- The build up of stress can effect the work produced by the employee as well
- If the employee can not preform at there best than the company can suffer
- If the company can not produce competitive product/service that the company will lose money and ultimately would have to shut down

How to reduce the risk

- **Regulating the time spent online** would relieve the stress put on the employee
- **Allow the employee to perform to their fullest potential**
- **Balancing work and life** is crucial as well
- **Making separate accounts for work and life** as well keeps the exposure of work life away from employees' personal life

Training and Documentation Essentials

- Communication also plays a part in the product and service that a company produces
- Developers make an effort to document and their software so that the intended customer can operate and manage the product with some sense of user friendliness.
- the easier and or the quicker the user can master and use a piece of software the better it is the long run for the user and the developer.

System training

- First thing that comes to mind when thinking about system training would be training the user to use there software.
 - When a piece of software is produced the developer want to make the user interaction as easily and simple as possible
- system training also involves more than just the simplicity of the system

System Training

- Understanding the need of the end user is also necessary when developing.
- When establishing system training there are four steps that need to be achieved to satisfy the end users need
 1. **Behavior change**
 2. **Organization change**
 3. **Sustainability**
 4. **Customer impact**

Step one

1. Behavior change

- For a product to be successful and perform well in the public space it **need to evoke a change in behavior with the user.**
- **Users change on their behavior** will ultimately lead to a the next step being a change in organization



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Step two

2. Organization change

- Changes in organization will happen when ever a new system is put in to place
- The change by the software will cause the user to rethink and adjust to new system
- Thus leading the user to integrate the new system and creating new parameters in which the user is to operate the new piece of software.

Step three

3. Sustainability

- When organization is implemented to the users experience it need to be back up by a support system
- Sustainability, is when the product can stand on its own two feet, being independent and relying on the user to interact with it
- Ultimately all of these factors combine leading to a overall customer impact.

Step four

4. Customer impact

- Essentially the impact on the user would be what the user gained and or experienced from using the product
- Factoring all the above mentioned attribute
 - How well organized was the program
 - How well built and functional was the product
 - How the product made the user feel weather that positively or negatively

In conclusion

- The user ultimately drives the developer's in the direction that benefits the user most
- The developer has to put in the work on the back end so that when the end user get there hands on the finished product they are able to operate with ease.
- Also after the product has been release the company and its developers can take in to consideration what the public consensus is base on of what the user review state.
- Based of the feed back the company can take that feed back and use it to improve the product in the future thus increasing the amount of potential end users.

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