INTRODUCTION

This is a brief introduction explaining that you intend to build an interactive system for a Tourist Information Centre to aid travel.

Mention the following; Name of area covered, type of attraction, benefits of having this system (you will go into more detail later)

ANALYSIS

Research a local Tourist Information Centre at the moment – what advice does it give, how does it give advice, what does it sell etc. – who are its customers/users? I have been asked to help xxxx Tourist Information Centre to construct a ……	**A02a**
How does xxxx Tourist Information Centre promote itself at the moment? What are the advantages or disadvantages of these methods? The xxxx Tourist Information Centre promotes itself at the moment by …. (Word of mouth, newspapers, advertisements, leaflets etc - get examples of these **and annotate** them if you can.)	**A02a**
What other ways could be used to further advertise/promote *xxxx Tourist Information Centre*? xxxx Tourist Information Centre could further advertise/promote itself by ….. (Mail shots, sponsorship to gain publicity, offering free samples through schools (or other places), in supermarkets and magazines, billboards, adverts on other peoples Internet sites etc)	**A02a**
What does *xxxx Tourist Information Centre* want to do in terms of getting better– how will this affect the business? After re-reading my introduction and visiting xxxx Tourist Information Centre I think xxxx Tourist Information Centre needs to …….. (Reach a wider audience, use surplus space/time/facilities, make use of new ICT technology, cut costs etc. Probably a combination of these and others, though one may be more important). **IMPORTANT** - The purpose of this work is, therefore, to ….. xxxx Tourist Information Centre expects to gain … from using this form of interactive service/promotion …	**A02a** **A02b**
What do the potential customers/users want from an interactive system as detailed in the Assignment instructions? (do not be afraid to modify any ideas you may have recorded above, you could earn extra marks!) I have interviewed a group of potential tourists/users of ….. to find out what they might want on such a system as described in the Assignment. My finding are set out below …. (questions about content, colour, organisation of site, features, what would get people to revisit centre, how important is changing/up dating site regularly etc). I have made some changes to my ideas as a result of this initial research. Benefits of Website as opposed to Powerpoint.	**A02a**

	Research other websites/interactive systems		**A02a**
	Include here your Web / interactive site survey and write a conclusion – I looked at several groups of sites and my findings are ….		

Question	Evaluation
Name of site	
How easy was it to navigate around the site?	
Did the website have a search engine? If not was this a problem?	
What age of customer would be attracted to this website?	
Was the text on the site easy to read and understand?	
Is the colour scheme appropriate? If so why, if not why not.	
Is the website a good advertisement for the company? Explain your views	
Do the prices of the goods seem cheaper or more expensive than you would expect to pay in Nottingham?	
What improvements could you suggest to make the website more attractive?	
How could the company conduct more market research about what the customer might want to buy?	

I have found the following information, which I will use in this task (from other sites, magazines, newspapers, interviews, CD Rom, the Internet etc – enclose cuttings, copies, and Word documents with pasted information.

Are there any possible concerns about using the Website as opposed to Interactive System? Think carefully about the potential users (your audience) who will use this system.	**AO2b**

The following data/information will appear ……………………..

The following data may be is collected if I decide on a web- site (membership details, orders, emails etc- is it sensitive, dangerous, valuable or in need of security.

xxxx will control the web site,

xxxx who will check that the data is correct and will use various tools to help (proof reading, spellchecker, ask colleague to check facts)

xxxx can access the data that might be collected, it will be used to ……….

What information will be held on PowerPoint system………….

If members of the public want to make sure that the data the xxxx Tourist Information Centre has on them is correct or is removed when requested they should……………….

All the above points follow the Data Protection Act, which is…………………………..

Will potential users want a reply ……..

Performance Criteria

I think a Web site / PowerPoint interactive system can be created that meets the xxxx Tourist Information Centre objectives, which I have listed below in bullet points.
- Both will have consistent style of colours, text and images
- ………………………………….

I have chosen for my presentation to work with (what software).

Please see the attached evaluation form which potential customers have filled in reviewing my system.

Input, Process & Output. Write down exactly what you expect each section will do (and maybe not do)

INPUT	PROCESS	OUTPUT
The things that will go into the Web/ PowerPoint page are: - Clip Art using galleries (Internet, MS Office and others)	I will change, organise, manipulate and organise using …. FrontPage/HTML features – marquee, PowerPoint features – hyperlinks, sound, animation, text and images	The end result can be seen (Where?)

What parts will be updated regularly and others infrequently - list your ideas.

Some parts of my system will need to be updated regularly, these are

Some parts of my system will be changed every so often, these are

Some parts of my system will not be changed for some time, these are

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Hardware- Remember peripherals such as scanners and digital cameras

Price up a suitable set of hardware needed to create the interactive system (either Web or PowerPoint) and maintain in the future. The specification and prices are listed below ..

Name	I or O	Price	Description	Characteristics, drawbacks & benefits

Alternative systems I could have used xxxx

A01a
A01b

	Software
	
	A) I could have solved the problem of xxxx Tourist Information Centre requiring additional advertising by;
	
	    • Creating a series of high quality brochures and posters
	    • …………………………………….
	
	B) Price up a suitable set of software needed to create the interactive system (either Web or PowerPoint) and maintain in the future. The specification and prices are listed below
	
	EXAMPLE
		A01a
		A01c

Name	Price	Description	Characteristics, drawbacks & benefits
Serif WebPlus			
Serif DrawPlus		Drawing and animation package	High quality software used to create and edit drawings, logos & graphics. It includes an animation package which I will use to create appropriate animations for the website

Alternative software I could have used………………………..

DESIGN

	Outline of the website / PowerPoint. **Just a LIST of the** images, text, pictures, links you already intend to put in the interactive system.
	
	Text
	    • Description of the business
	    • Location of business
	    • Type of places to be viewed etc.
	
	Sound
	    • Commentary
	    • Narration etc.
	
	Images
	    • Logo of business
	    • Pictures of key staff
	    • Pictures of locations etc
	
	Animation
	    • Video of Area etc
	Links
	    • To all pages
	    • To XXX websites
	
	Discuss problems you may have finding all the above and possible solutions
		A02b

D2 **Interactive System Outline** Sketch out your basic layout of your Interactive system	**A02b**

D3	**Detailed design** Take plain or squared paper and give a detailed sketch for the design of your system - this should be a detailed sketch (**not** done on a computer) - remember you are doing this for the tourist board. Remember the **PURPOSE of the task.** For Example What background colours will you use? What sized text and type of fonts - give reasons for your choice? Will you use buttons or boxes for the hyperlinks and graphics and scanned pictures for effect, see ClipArt on Blackboard. Collect a number of buttons, colours, images and fonts - put them in a Word document (could use a table) and discuss good and bad points - remember who will read the information on the interactive system (either web site or PowerPoint) - What about people with disabilities - how will they cope - give reasons.	**A02a** **A02b**

IMPLEMENTATION

	Documenting the building of the interactive system (either web site or Powerpoint) The best way of documenting your system is to screen shot (print screen) each page and use callouts to label all the features you have used. The callouts should include evidence of the following; • **VERIFICATION** (checking what was typed in was correct) and • **VALIDATION** (errors in the data and not typing mistakes) checks The **proof reading** by you and/or someone else (an Editor / Web Master) is very important.	

TESTING

	Test all the pages of your system and read the content carefully. Note any mistakes and highlight them using callouts.	
	Ask a friend to test your system using an evaluation (questionnaire) you have created.	
	Make Improvements Make any corrections and improvements to your system as identified above. You **MUST** document these improvements to gain high marks	

USER GUIDE

	User Guide Produce **USER documentation for the person/people who will be ADMINISTERING** the site - make it as easy as possible - remember some people may not have much experience in interactive systems. Define **TECHNICAL** documentation - how will you train the personnel who will administer the system? Do not forget to use ICT terms and definitions appropriately - **GIVE REASONS WHY**. **Test User Guide** Ask a friend to test your user guide, and write down their comments.	**A02d**

	Refine your User Guide	
	Re-do your user guide in the light of comments made by your friend. **USE SCREEN SHOTS.**	

EVALUATION

	Evaluate the performance of your system Write justifying why ICT is better than other methods (including manual). Comments like EASIER, QUICKER etc. on their own are not specific enough - say HOW, WHY etc. You must relate your final system to your original analysis - write down detailed comments according to your view/opinion? (**REMEMBER IT IS YOUR OPINION THEREFORE IT CANNOT BE WRONG!)** Did the hardware/software selected limit the development of your system -give reasons why?	A02c
	Alternative methods of solving the problem rather than ICT The xxxx Tourist Board could have used ….. to promote itself. I think my solution was….. The benefits and drawbacks of my solution are……. The people who would most benefit are……………………………….	A02c
	Benefits of using ICT Identify who would benefit from your system, for example The employees would benefit from my system because Customers would benefit from my system because Some of the problems with my system were/are ………………………………… I solved them/could solve them by……………………………	A03
	ICT in the wider world I have compared my interactive system with xxxx company website / PowerPoint and have identified the following differences…… ICT will / may change the Tourist Industry in other ways, for example…….. Jobs in all sorts of businesses are changing because of ICT. For example……………………… ICT comes at a cost. This is ………………(training, flexible hours, working from home and purchase of hardware and software)	A04