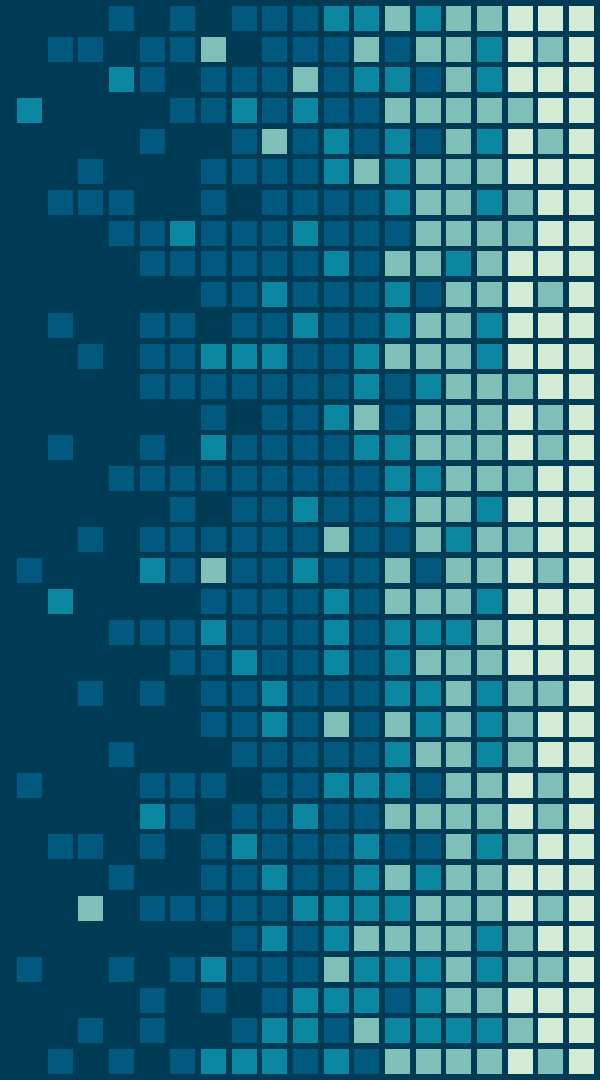


MIS3506

Digital Design & Innovation Studio

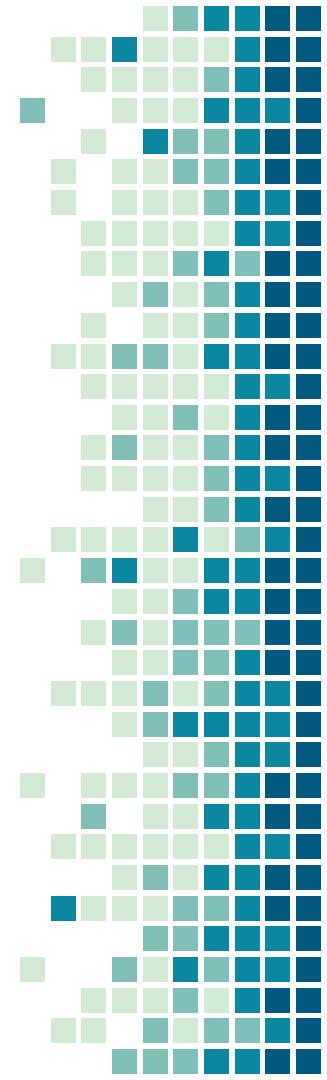
11: Data Model

Amy Lavin/ Steve Sclarow



Schedule:

- Today
 - Data (recap/ review)
- Class #2
 - Data Masters



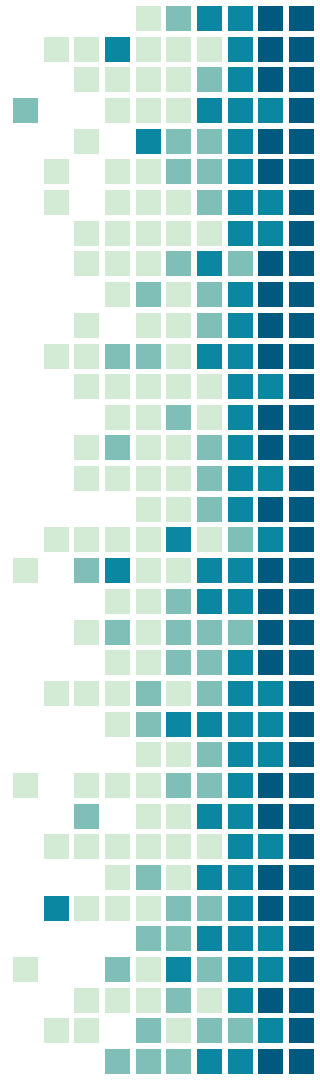
Final Project DELIVERABLES:

ELECTRONIC SUBMISSIONS via shared OWLbox folder

- Your scope document
- The working JM prototype (VP File)
- The scenarios that your prototype represents (in VP File)
- Data masters or variables for all data fields on the prototype (in VP File)
- Business rules documented in a separate Word document
- Use Cases that your prototype represents in a separate Word document
- JM Report as a Word Document
- PowerPoint Presentation

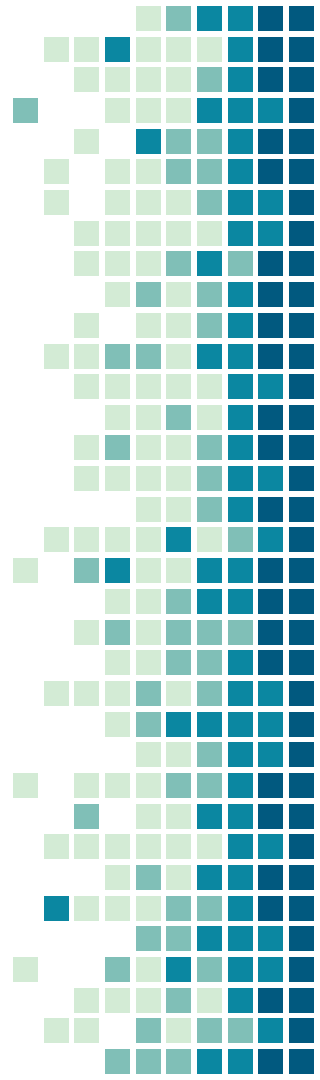
HARDCOPY SUBMISSIONS

- Your scope document
- JM report on your prototype with all options turned on
- Your PowerPoint presentation (4 Hardcopies – 3 slides per sheet for each submitted the day of your presentation to distribute to reviewers)

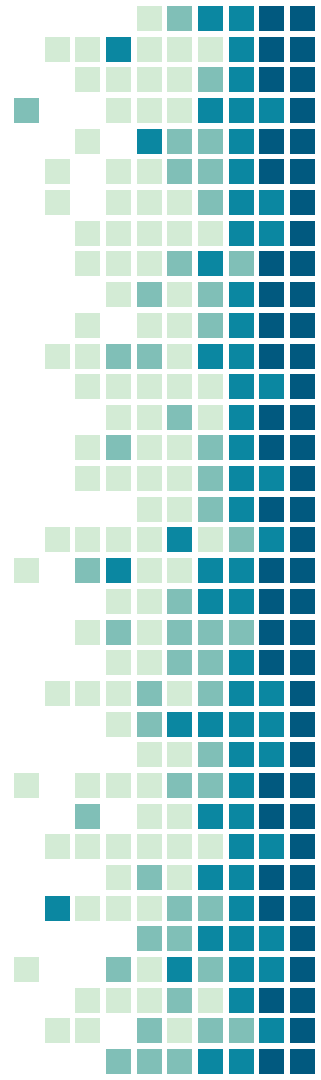




Questions for the CLIENT?

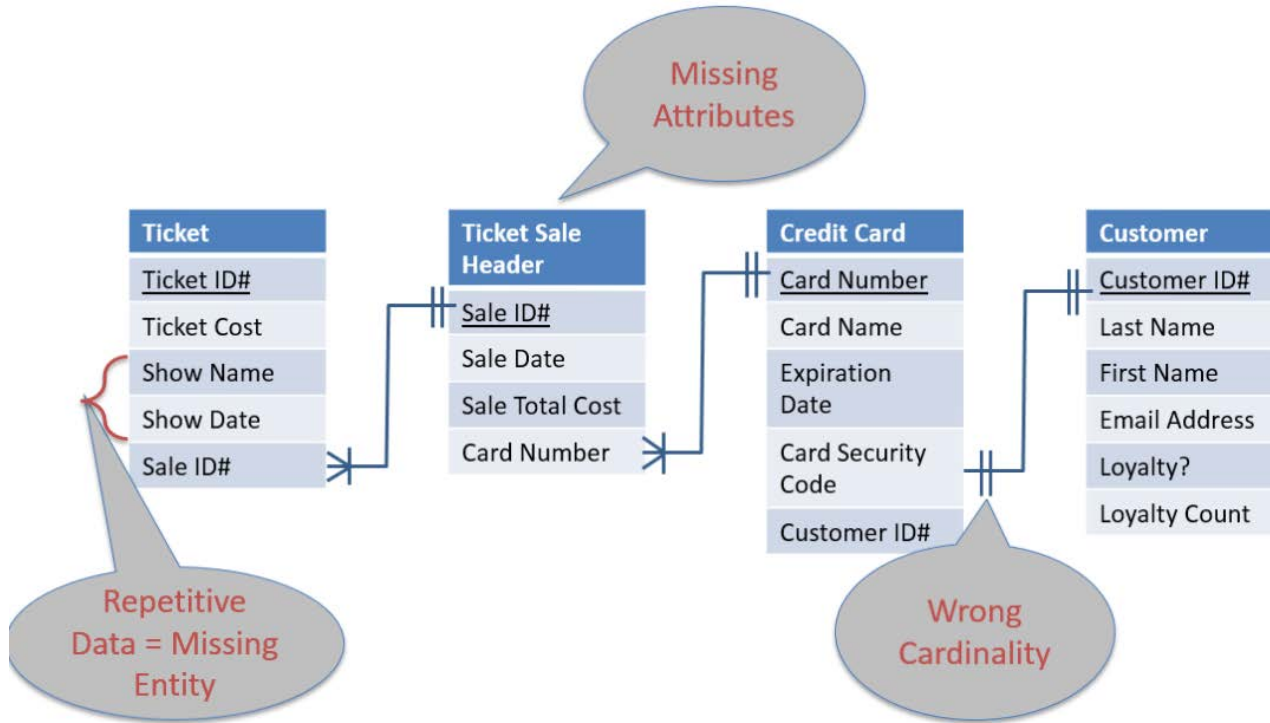


Understanding **WHAT**
information the client **will**
need the system to have
to do their work



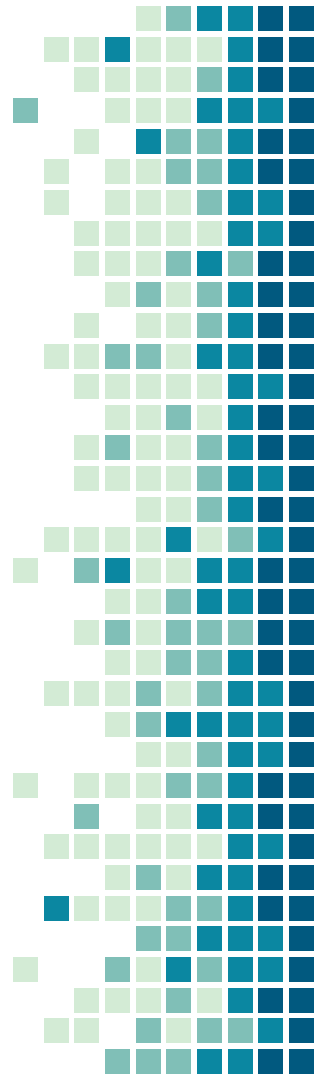
Schema for Night Owl Ticket Purchases

(Tickets are purchased by customers using credit cards)



Data Modeling 101

1. A normal **entity** depicts one concept
2. Attributes should be cohesive, describing **everything you need to know** about the entity.
3. Get the **right level of detail**, it can significant impact your prototype
4. Use **naming conventions** for your entities & attributes. Be consistent.
5. The relationships between entities are conceptually **identical** to the relationships between objects.
6. Cardinality asks **“how many”** whereas optionality asks **“whether you must have something.”**



What data is needed for Tapp Network?

- Who are your users?
 - What information would we want to collect about them?
- What are your users doing?
 - What information do we need to collect about their activities?
- What other information will we need?
- Think about the many to many relationships...



DATA in Justinmind

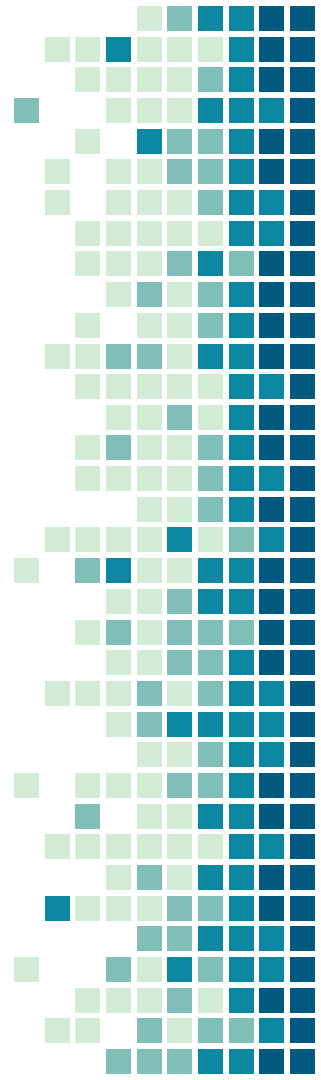
The screenshot displays the Justinmind software interface. A 'Data Master Details' dialog box is open, showing a table of records. A red circle highlights the 'Import' and 'Export' buttons and the table. Another red circle highlights the 'Variables' list in the 'Data Masters' panel, which includes fields like Last Name, First Name, Street Address, City, State, and Zipcode.

Data Master Details - Records table

Last Name	First Name	Street Address	City
<input type="checkbox"/> Flanagan	Richard	361 Broad Leaf Lane	West Chester
<input type="checkbox"/> sample text	sample text	sample text	sample text
<input type="checkbox"/> sample text	sample text	sample text	sample text

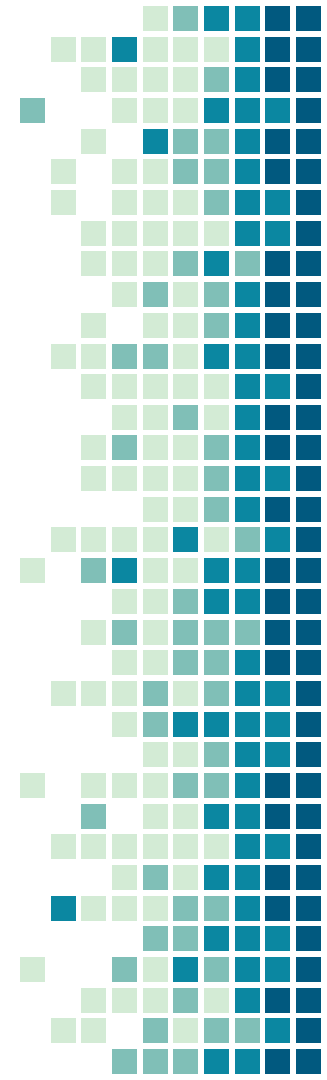
Data Masters - Variables

- Customer
 - IA Last Name
 - IA First Name
 - IA Street Address
 - IA City
 - IA State
 - IA Zipcode

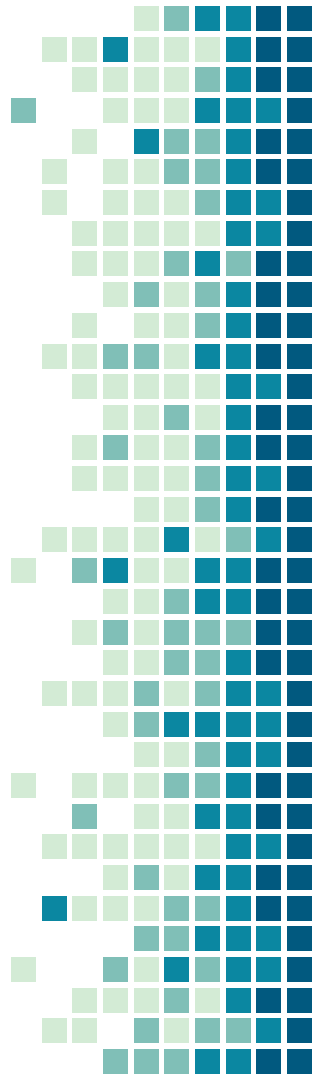


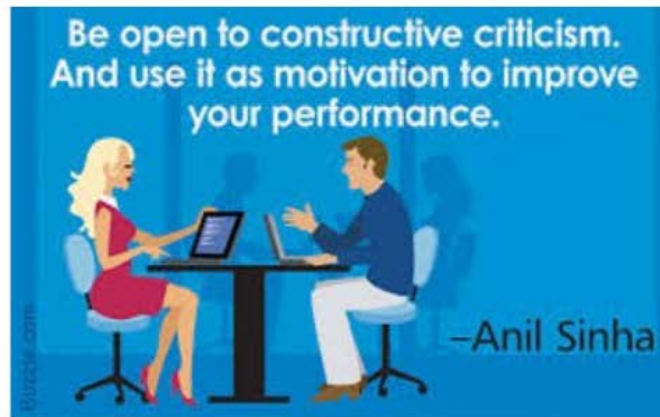
Class 2, bring...

1. Your scenario in Justinmind
2. Your personas
3. Your data schema
4. Your prototype



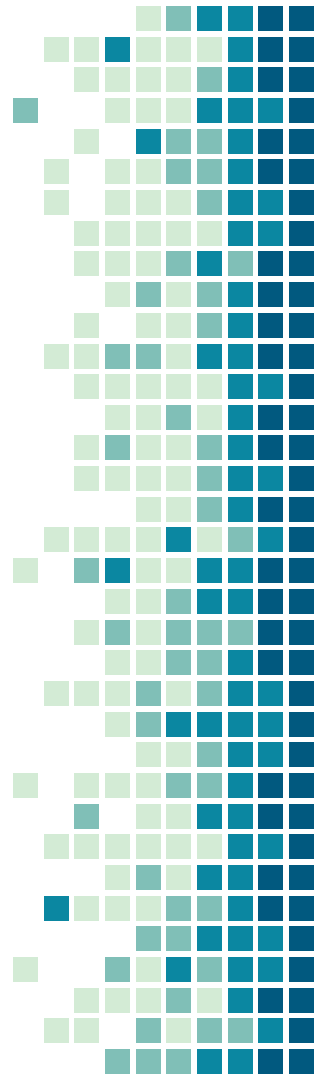
In class—USE
CASE/ PROTOTYPE/ SCENARIO
REVIEW





CONSTRUCTIVE FEEDBACK

- Use our four evaluation criteria
- Ask open-ended questions and follow-up on the answers
- Ask why, what, when, where, who and how
- Set a positive, helpful tone
- Identify weaknesses, discuss them and then suggest improvements
- Identify strengths, discuss them, and then offer extensions
- Use all your time



Evaluation DIMENSIONS

1. How well does it solve the client's problem?

a) ...?

b) ...?

c) ...?

Your questions should generate constructive criticism and suggestions for improvement.

2. How complete is it?

a) ...?

The number of questions for each dimension is up to each team and should represent relevant information needed.

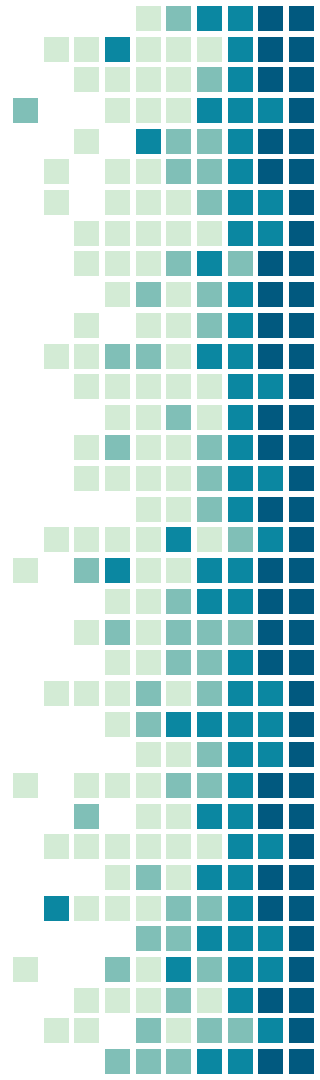
3. How correct is it?

a) ...?

This week focus your heuristic review on their Use Cases, Scenario and prototype

4. How appropriate is it?

a) ...?



Next week, bring ...

1. Your data in JM's Data Masters function
2. Your scenarios
3. Your second working prototype

