MIS 3504
Digital Design and Innovation Studio

11: CREATING AND DOCUMENTING YOUR DATA NEEDS

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Sit with your Review Pair

Team Pairs: 1+8 / 3+6 / 5+4 / 7+2
Data = ENTITIES
       ATTRIBUTES
       RELATIONSHIPS
Understanding **WHAT** information the client will need to do their work
Schema for Night Owl Ticket Purchases
(Tickets are purchased by customers using credit cards)

Ticket
- Ticket ID#
- Ticket Cost
- Show Name
- Show Date
- Sale ID#

Ticket Sale Header
- Sale ID#
- Sale Date
- Sale Total Cost
- Card Number

Credit Card
- Card Number
- Card Name
- Expiration Date
- Card Security Code
- Customer ID#

Customer
- Customer ID#
- Last Name
- First Name
- Email Address
- Loyalty?
- Loyalty Count

Repetitive Data = Missing Entity

Wrong Cardinality

Missing Attributes
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
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. ....?

3. How correct is it?
   a. ....?

4. How appropriate is it?
   a. ....?
   The number of questions for each dimension is up to each team and should represent relevant information needed.

This week focus your heuristic review on their scenario and prototype.
Part 1:

Develop a Heuristic Review

Each team should work together to develop a review heuristic covering the five review dimensions to assess the other team’s work.

Create a general assessment framework in outline form with questions you would ask yourself about the other team’s project.
Project Team Work Time
Part 2: Review PROCESS

Teams pair up as assigned.

Each scenario review is 15 minutes long. In that time, the team must present their scenario and answer the reviewing team’s questions.

Reviewers must listen carefully and take detailed notes. All team members take review notes. Your notes should reflect your observations, critiques and assessment of what they showed you and the answers given to your questions.

USE ALL THE TIME YOU ARE GIVEN 00:15 min ea
1st team presents

Team Pairs: 2 / 4 / 6 / 8

00:15 min
2nd team presents

Team Pairs: 1 / 3 / 5 / 7

00:15 min
Part 3: Class Evaluation Review

Select teams at random.

Each team presents their prototype. Classmates must listen carefully and take detailed notes.

Class critiques the team’s prototype and offers suggestions to improve it.

Repeat with other teams.
Next Week:
Bring your Business Rules
Project Team Work Time