



MIS 3506

Digital Design and Innovation Studio

11: DATA MODEL

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Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

Schedule:

Today: Data

Class 2: Data Masters

Final Project DELIVERABLES:

ELECTRONIC SUBMISSIONS via shared OWLbox folder

- Your scope document
- The working JIM 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
- JIM Report as a Word Document
- PowerPoint Presentation

HARDCOPY SUBMISSIONS

- Your scope document
- JIM 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





Data

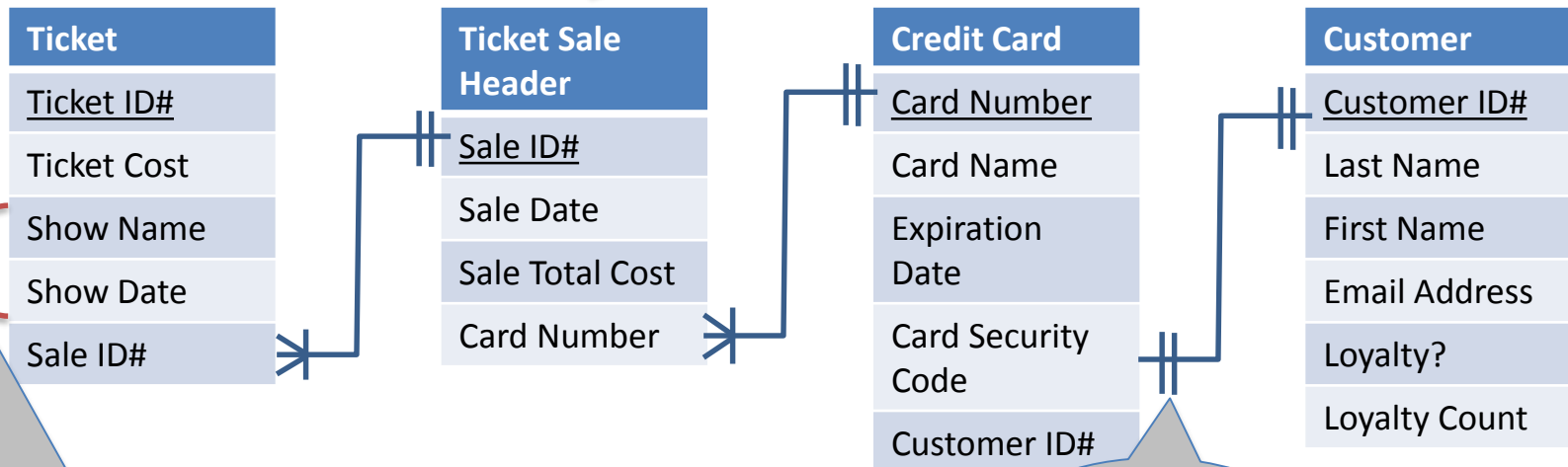
Understanding **WHAT**
information the client **will**
need the system to have
to do their work



Schema for Night Owl Ticket Purchases

(Tickets are purchased by customers using credit cards)

Missing Attributes



Repetitive Data = Missing Entity

Wrong Cardinality

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 significantly 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 SoundMind?

- 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 oval highlights the 'Import/Export Records' section and the 'Records table'. Another red oval highlights the 'Data Masters' panel on the right, which lists a 'Customer' data master with its fields.

Data Master Details Dialog Box

Data Master properties View and edit records

Import/Export Records

Import Export

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
<input type="checkbox"/>				
<input type="checkbox"/>				

Cancel Ok

Data Masters Panel

Data Masters Variables

Customer

- Last Name
- First Name
- Street Address
- City
- State
- 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?

2 How complete is it?

a?

3 How correct is it?

a?

4 How appropriate is it?

a?

Your questions should generate constructive criticism and suggestions for improvement.

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 Use Cases, Scenario and prototype

Next Week, Bring:

1. Your data in JIM's Data Masters function
2. Your Scenarios
3. Your second working prototype