

Oz/Management Information Systems, 5th edition

Part Case Projects

Part 5, “Planning, Acquisition, and Controls”

1. Worldwide Host’s new TripExpert.com site is important to the company’s future. You are part of the management team at Worldwide Host, and you will help create the company’s IS business plan at an annual meeting. You’ve been asked to concentrate on the TripExpert.com site. Review the key steps to IS planning and the part and chapter cases. Then research some existing travel sites to see how they function. Now create a rough draft of an IS plan for TripExpert.com to take with you to the annual meeting. What operations, if any, would you recommend outsourcing?

2. Part of development is the design process, and developing a system’s user interface is key to a user-friendly system. The TripExpert.com Web site is to be used by both the general public and Worldwide Host’s travel division. Take the role of a systems designer and develop a user dialogue for a typical interaction with the reservation system. User dialogues are frequently developed to determine the functions and appearance of windows in a system’s user interface. Think through the information a user needs to enter in the interface and the responses that the system needs to make. The first part of the dialogue is listed here to give you a start.

User: I’d like to make an airline reservation.

System: OK, what cities are you traveling from and to? And what day and time would you like to travel?

User:

System:

Once you’ve completed your dialogue, compare it with other classmates’ dialogues to evaluate the flow of information. You may also be asked to sketch the series of screens for the final dialogue you created with your classmates.

3. In the opening case to Chapter 13, Worldwide Host’s TripExpert.com site has suffered several attacks, one of which involved a potential breach of its database. CIO Michael Lloyd has heard of some programs that he thinks could help with database security — *honey tokens* and *honey pots*. Take the role of Jason, Worldwide’s IS security chief and research information about honey tokens and honeypots. Prepare a short report for Michael Lloyd on whether Worldwide should adopt that technology.