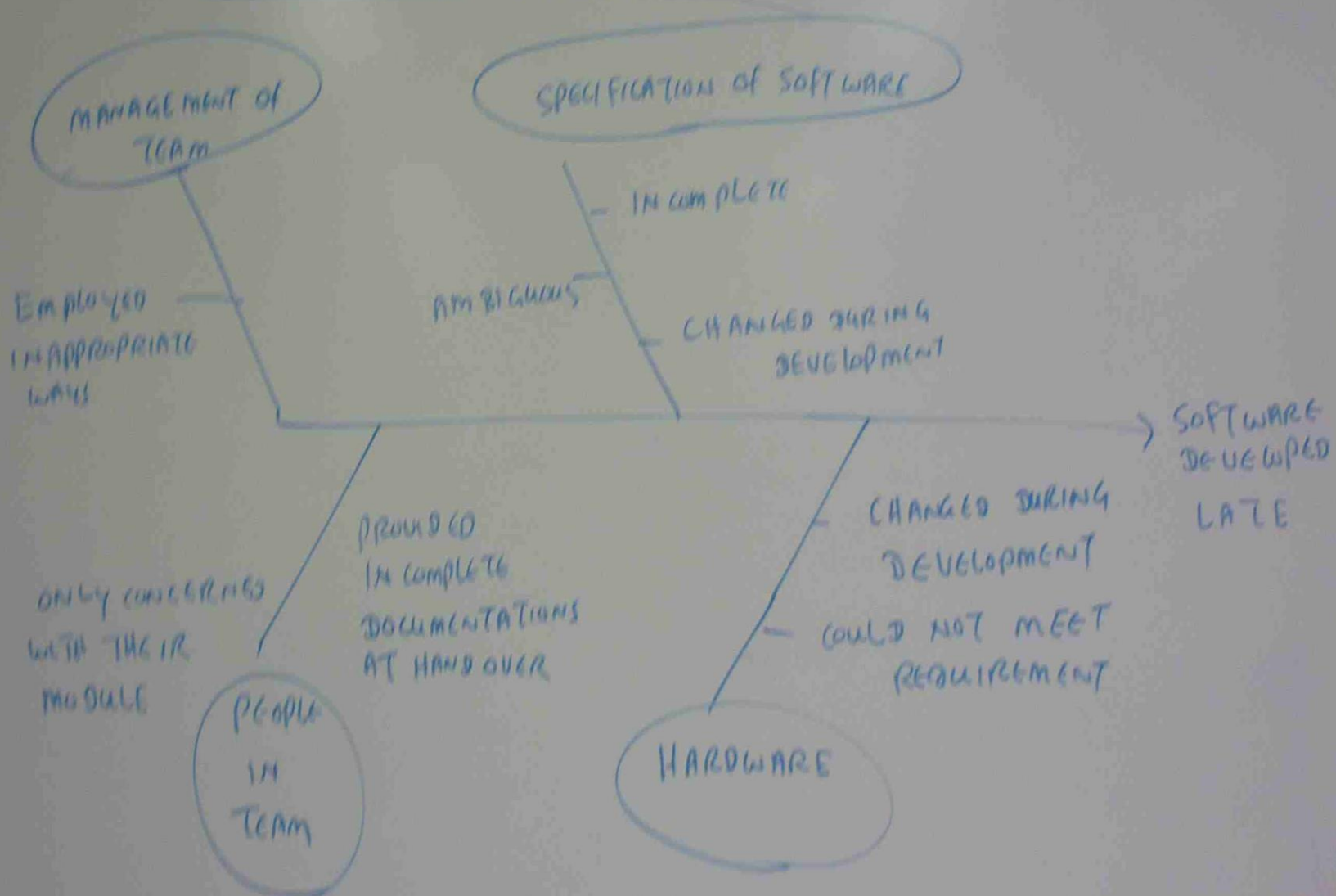


# SOFTWARE DEVELOPMENT PROJECT



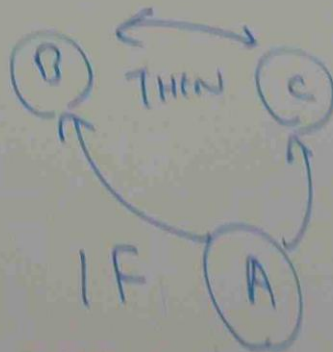
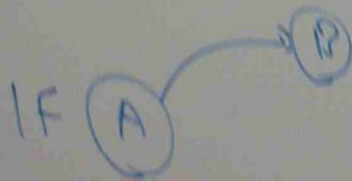
## CAUSE AND EFFECT ANALYSIS

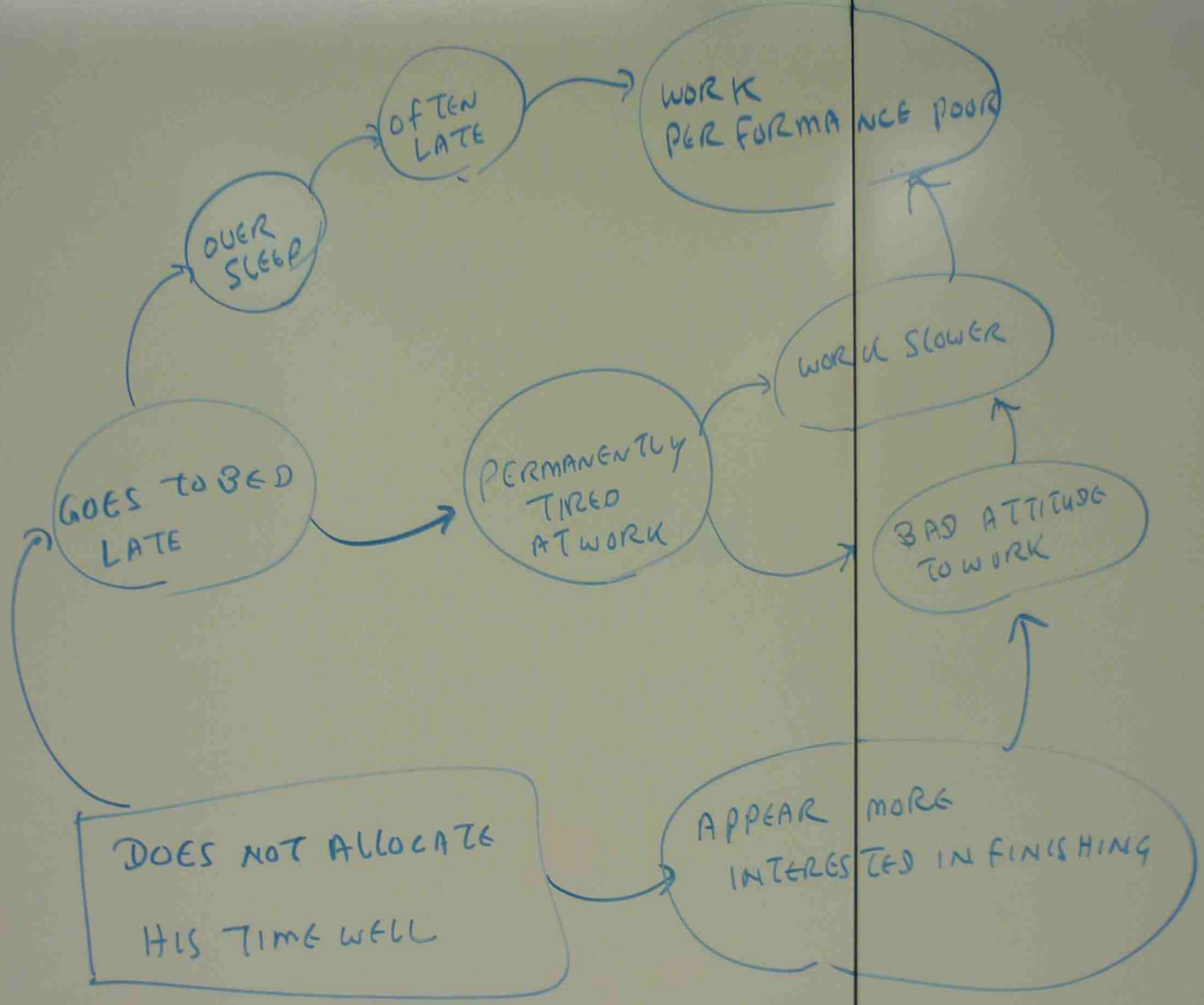
- THE PROBLEM IS COMPLEX AND DIFFICULT TO STRUCTURE
- PEOPLE ENTER THE DISCUSSIONS WITH SOLUTION IN MIND RATHER THAN THE ANALYSIS OF THE PROBLEM ITSELF.

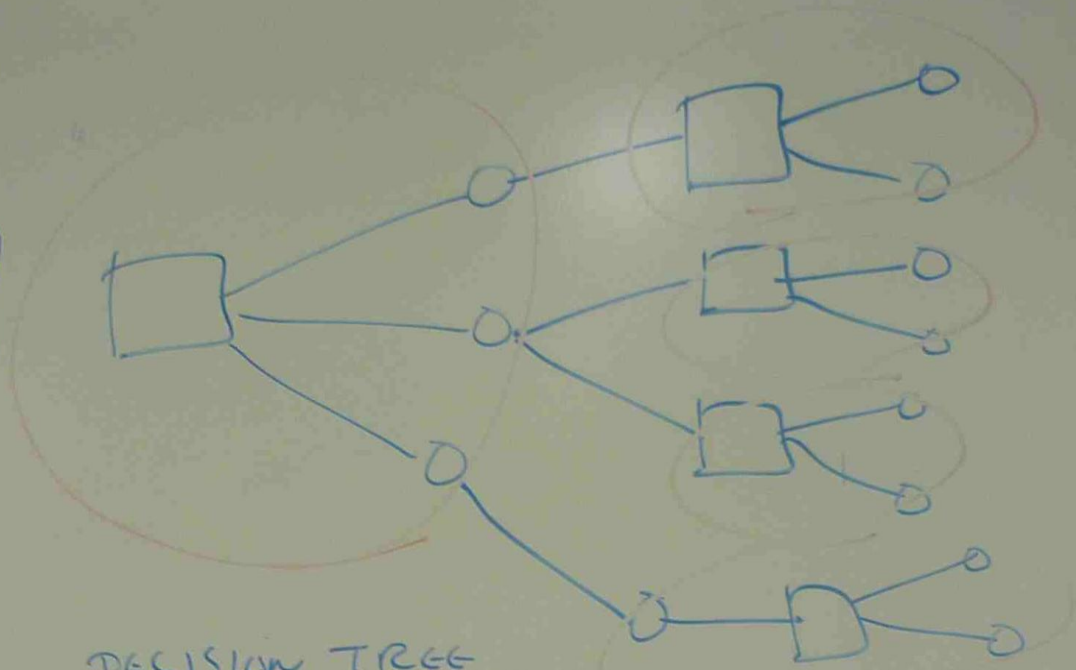
## TO OVERCOME CHALLENGES

- A TRAINED LITERATE AND SKILLFUL FACILITATOR IS IMPORTANT IN OVERCOMING THE CHALLENGES TO RESOLVE THE PROBLEM.

- THE GROUP IS OPEN TO CONSIDERATION OF NEW PROBLEM SOLVING METHODS.







## DECISION TREE

MANY COMPLEX DECISIONS ARE BEST MADE IF THEY CAN BE BROKEN DOWN INTO THE DESIRABLE ELEMENT OF THE OUTCOME OF THAT DECISION.

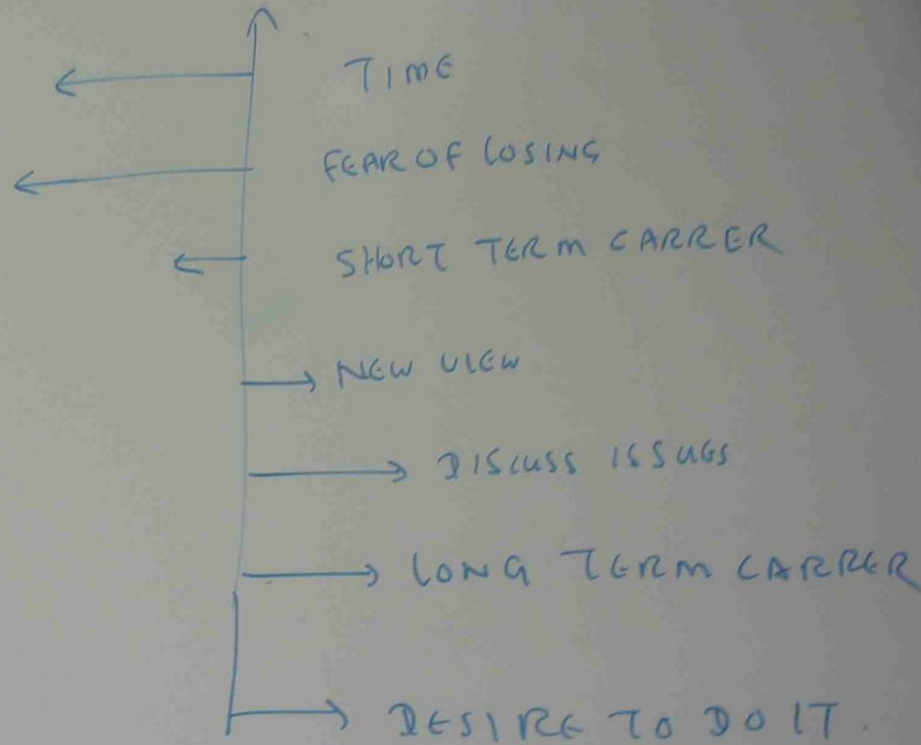
## SUPPLIER SELECTION USING UNWEIGHTED ATTRIBUTES

ATTRIBUTE	A	B	C	D	E
KNOWLEDGE AND EXPERIENCE	6	7	7	9	8
REPUTATION	6	6	7	9	10
PROMPT TO STRIKE/BANKRUPTCY	4	6	9	9	9
SIGNIFICANT OF THEIR SUPPORT	4	8	7	9	9
DESIGN APPRECIATION AND CONFORMANCE	7	7	8	8	9
Q. A SYSTEM	5	6	8	9	9
DEFECT AND WARRANTY CLAIM TO DATE	7	6	8	9	10
RELIABILITY OF DELIVERY TIME	6	6	6	9	10
COST CONTROL	7	6	7	6	6
SERVICE LEVEL	8	7	8	8	10
	60	65	75	85	90

1 = VERY BAD

10 = EXCELLENT

# FORCE FIELD ANALYSIS FOR ELECTION



## DECISION SUPPORT SYSTEM

### EXPERT SYSTEM

- INCORPORATE EXPERT KNOWLEDGE IN A PARTICULAR SUBJECT AREA
- SEPARATE THE GENERAL KNOWLEDGE FROM THE DETAILS OF A PARTICULAR CASE UNDER CONSIDERATION TO WHICH THE KNOWLEDGE BASE IS APPLIED.
- CLEARLY DISTINGUISH THE KNOWLEDGE FROM THE MECHANISM OF REASONING
- POSSESS THE INTERACTIVE USER INTERFACE FOR PROVIDING EXPLANATIONS, JUSTIFICATION & QUESTIONS TO USERS.
- PROVIDE AS IT'S OUTPUT ADVICE OR DECISIONS IN THE AREA OF EXPERTISE

## JUSTIFICATION

- AVOID EMOTIONAL INVOLVEMENT WITH TECHNOLOGY
- CHECK FUNDAMENTAL MARKET CONDITION
- MANAGE STRESS NOT TO MAKE INFLUENCE ON JUSTIFICATION AND DECISION
- EXAMINE COST & BENEFIT FROM PERSPECTIVES OF STAKE HOLDERS OR CUSTOMERS.

## FOLLOW UP ACTION

FOLLOW UP ACTION IS REQUIRED TO FIND OUT

- EXISTING MARKET IS IN DECLINE
- SALES PEOPLE DO NOT SELL EFFECTIVELY
- INSUFFICIENT SALES SUPPORT
- INADEQUATE ENTRY BARRIER TO MARKET
- CONFUSE WHAT TO DO



— UNABLE TO EXPLOIT NEW MARKET

— DO NOT REALLY UNDERSTAND

MARKET ENVIRONMENT

— INCREASING COMPETITION