



IT 210 Milestone One Guidelines and Rubric

Overview: This assignment is the first milestone that you will complete for your final project. In this milestone, you will address the following:

- You will begin drafting parts of your final project, focusing on your business requirements, competitors, and technology.
- This assignment is an ***important practice*** opportunity for you to create a draft, and to get feedback from your instructor to improve your final draft.
- The rubric reflects that this is a practice opportunity. You should focus on getting the necessary information into your draft. No draft is perfect.
- This milestone aligns with sections I, II, and III of your final project. Use the questions in the critical elements as a guide.
- You are free to work in the [Final Project Template](#) document or on a separate word document for your drafts.
 - It is recommended you use the template to ensure you do not miss any items you need to address. The critical elements are highlighted in yellow in the template.
- The decision matrix is not required for this milestone; however, you will be submitting the decision matrix in Milestone Two. It is recommended that you use the template provided to help narrow your technology recommendation.

Prompt: Imagine that you work for the small brick-and-mortar business described in the [final project case scenario](#). The owner of your business wants to focus on generating new revenue through e-commerce, but she knows that this change in operations requires the company to integrate new technology. To gain an understanding of what the business might need for technology, she has asked you to create a business systems analysis. In this analysis, you will clearly introduce the problem that your business is facing. Then, you will determine the business requirements for solving that problem, including the requirements that any new technology needs to meet.

Your goal in the final project is to establish an e-commerce presence, but you must improve the current technology first. Use the [Decision Matrix](#) document as you conduct your research for assistance organizing your thoughts. (You will submit the completed decision matrix in Milestone Two.) For additional resources on developing the decision matrix, refer to:

- [Decision Matrix: What It Is and How to Use It](#): This article defines the decision matrix and discusses how leaders evaluate and prioritize all of their options when considering solutions to a difficult task.
- [Decision Matrix Analysis](#): This article explains how to use a decision matrix analysis, a useful technique for making a choice when many factors must be balanced.
- [Decision Matrix Example](#): Use this resource to view an example of a completed decision matrix.

Specifically, the following **critical elements** must be addressed:

- I. **Introduction:** In this section, you will briefly introduce the small business from the case scenario, and the problem that it is trying to solve.
 - A. Clearly **state the problem** that the business owner is seeking to solve. Be sure to address the question of what your business ultimately wants to do.
 - B. Identify and briefly describe the two **technologies** from the list provided that you will research in your business systems analysis.

II. **Business Requirements:** In this section, you will determine what the business requirements are to solve the stated problem, and establish the criteria that will help form your technology recommendations. You will also articulate why the business owner should undertake the project of integrating new technology.

- Explain the **objectives** of undertaking this project to integrate new technology. In other words, what should the project accomplish, and how does it support the goal of your business?
- Provide a **project description** that explains the purpose of the project. Be sure to address the following:
 - What does your business need to do to satisfy the objectives?
 - What are the desired results at the end of the project?
 - Why is it important for your business owner to consider implementing new technology?
- State the key **technological requirements** that will be required of any new technology in order to effectively solve your business's problem. In other words, what specifically does the technology need to be capable of doing? (*These are the technology requirements in the decision matrix.*)

III. **Competitors and Technology:** In this section, you will describe two competing companies that operate in the same industry as your business. You will also explain how a company uses the two technologies that you are investigating to determine if the technology may be appropriate for your business to use. Remember that a list of competing companies was provided to you in the final project case scenario.

- Technology One:** Select one company in the same industry as your own that uses this technology. Briefly describe what that company does and how it uses this technology to support its business in general. Include specific examples.
- Technology Two:** Select one company in the same industry as your own that uses this technology. Briefly describe what that company does and how it uses this technology to support its business in general. Include specific examples.
- Referring to what you learned in your research on the companies above, explain one specific way in which one of the companies is **benefitting from technology**, and describe the potential benefit to your business if you were to adopt the same approach.

Rubric

Guidelines for Submission: Your rough draft should be 3–4 pages in length and should follow APA formatting, including double spacing, 12-point Times New Roman font, and one-inch margins.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Minimal or No Errors (100%)	Significant Errors (75%)	Missing from Draft (0%)	Value
Introduction: State the Problem	States the problem that the business owner is seeking to solve, with minimal or no errors	States the problem that the business owner is seeking to solve, but response is unclear or contains inaccuracies	Does not state the problem that the business owner is seeking to solve	12



Introduction: Two Technologies	Identifies and briefly describes the two technologies that the student will research in business systems analysis, with minimal or no errors	Identifies the two technologies that the student will research in business systems analysis, but does not describe them, or description contains inaccuracies	Does not identify the two technologies that the student will research in business systems analysis	12
Business Requirements: Objectives	Explains the objectives of project to integrate new technology, with minimal or no errors	Explains the objectives of project to integrate new technology, but explanation is cursory or illogical or contains inaccuracies	Does not explain the objectives of project	12
Business Requirements: Project Description	Provides a project description that explains the purpose of the project, with minimal or no errors	Provides a project description that explains the purpose of the project, but description is illogical, contains inaccuracies, or is missing required components	Does not provide a project description	12
Business Requirements: Technological Requirements	Describes the key technological requirements that will be required of any new technology to effectively solve the business's problem, with minimal or no errors	Describes the key technological requirements that will be required of any new technology to effectively solve the business's problem, but description is missing key requirements or contains inaccuracies	Does not describe the key technological requirements that will be required of any new technology	12
Competitors and Technology: Technology One	Briefly describes what the selected competing company does and explains how it uses the technology to support its business, and includes specific examples with minimal or no errors	Briefly describes what the selected competing company does and explains how it uses the technology to support its business, but does not include specific examples, or examples are inappropriate, or explanation is cursory or contains inaccuracies	Does not describe what the selected competing company does or explain how it uses the technology to support its business	12



Competitors and Technology: Technology Two	Briefly describes what the selected competing company does and explains how it uses the technology to support its business, and includes specific examples with minimal or no errors	Briefly describes what the selected competing company does and explains how it uses the technology to support its business, but does not include specific examples, or examples are inappropriate, or explanation is cursory or contains inaccuracies	Does not describe what the selected competing company does or explain how it uses the technology to support its business	12
Competitors and Technology: Benefitting From Technology	Explains one specific way in which one of the competing companies is benefitting from technology, and describes the potential benefit to the business from the scenario if they were to adopt the same approach, with minimal or no errors	Explains one specific way in which one of the competing companies is benefitting from technology, but does not describe the potential benefit to the business from the scenario, or description is cursory or illogical	Does not explain one specific way in which one of the competing companies is benefitting from technology	12
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	4
			Total	100%