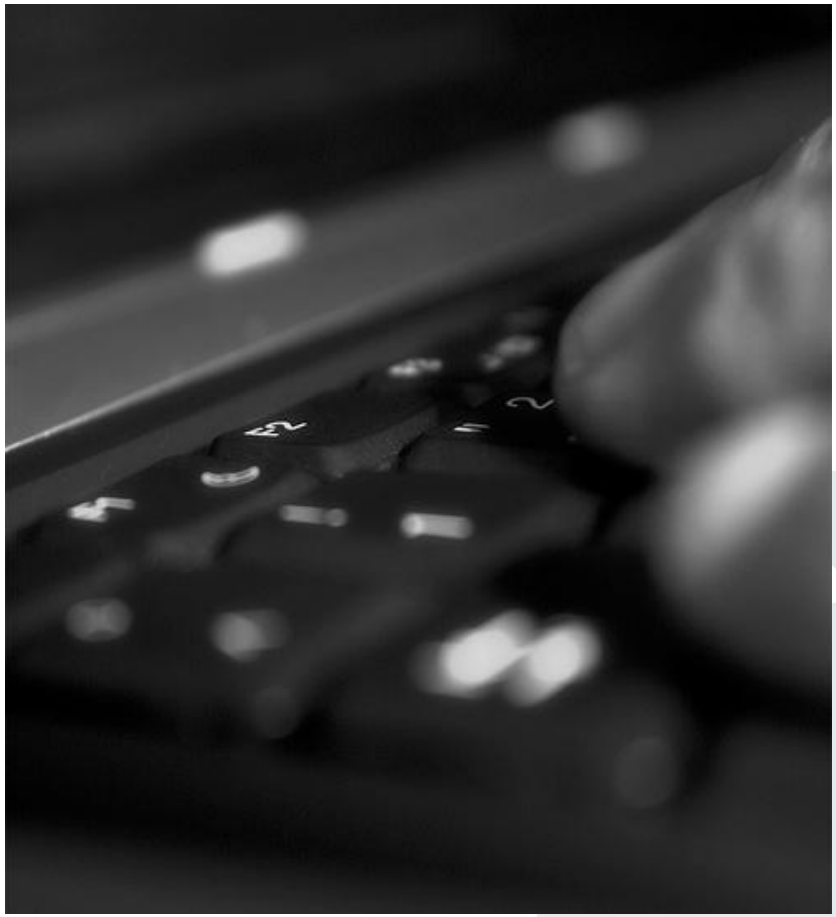
Chair of Mobile Business & Multilateral Security

Mentorium 1
Business Informatics 2 (PWIN)

Information Systems I
SS 2011

Dr. Andreas Albers
www.m-chair.net



Jenser (Flickr.com)

Agenda

- Organisational Issues
- myPlace – A mobile location-based service
- Exercises

Teaching Assistance

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Course Material and additional Information

- Course Slides
  - Slides of the course can be downloaded from the website of the Chair at www.m-chair.net
- Online News
  - News about the course (e.g. room changes, announcements, etc.)
  - Available via website of Chair, RSS feed or e-Mail newsletter. For subscription, log onto www.m-chair.net
- Mobile Website
  - For information relevant on the way
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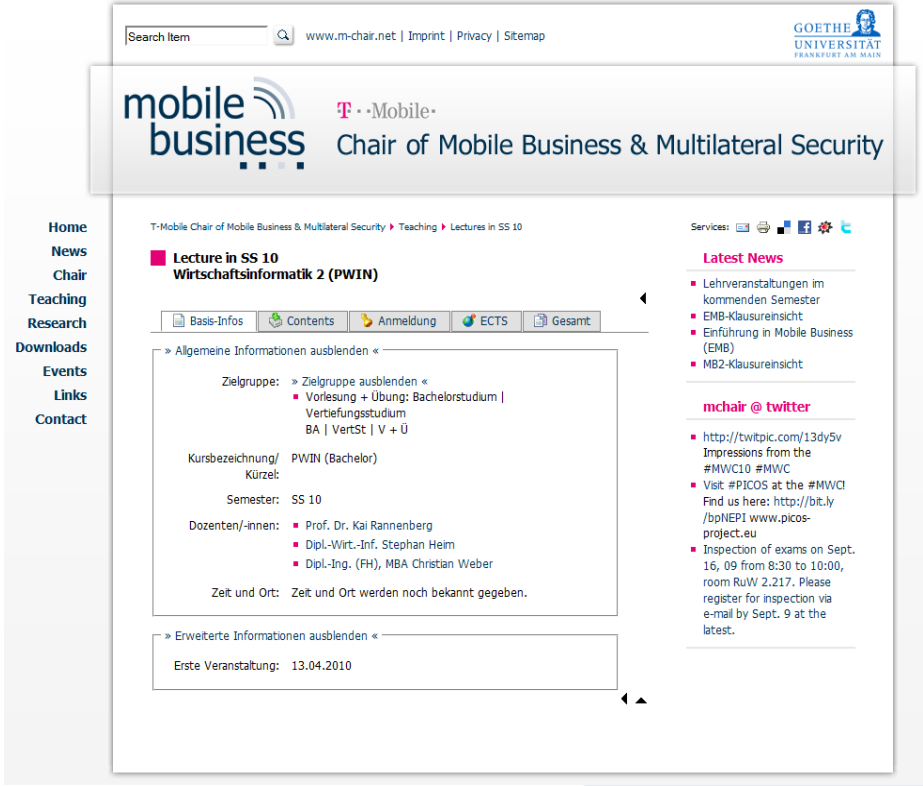

Mentorium Dates

For the Mentorium, there are 3 options:

- Option 1: Tuesdays, 6pm (c.t.) in Lecture Hall ***HZ8***
- Option 2: Thursdays, 4pm (c.t.) in Lecture Hall ***HZ6*** (on 16th/28th June in ***HZ4***!)
- Option 3: Thursdays, 6pm (c.t.) in Lecture Hall ***HZ6*** (on 16th/28th June in ***HZ4***!)

Aim and content of the Mentorium

- The aim of this Mentorium is to **practice and deepen** the contents of the *Business Informatics 2 (PWIN)* lecture based on a fictitious service for the mobile Internet.

- For this, fundamental concepts of the mobile service *myPlace* are going to be developed, presented and discussed within the seven Mentorium sessions.

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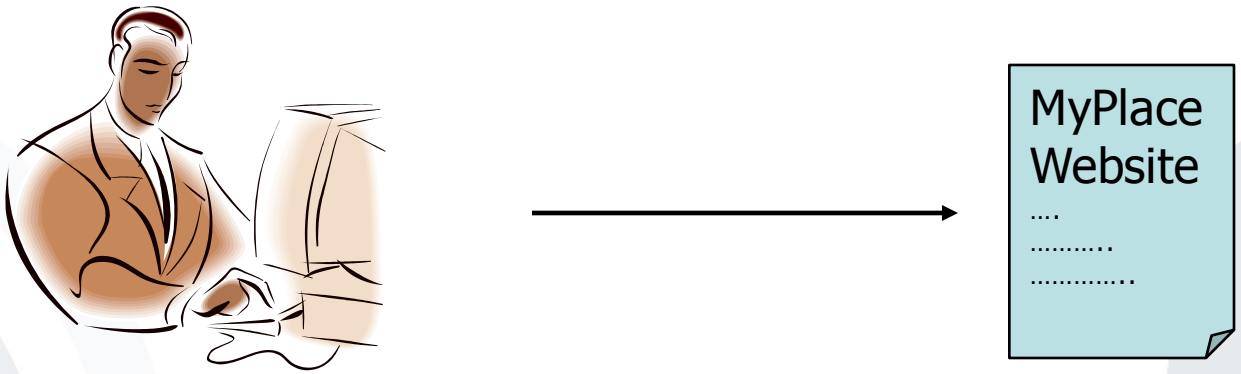
One application scenario for all Mentorium sessions

- *myPlace* service aims to enable users to search for and navigate to any **Point-of-Interest** (POI):

Source: telefon.de / Wayfinder, Tele Atlas

Features of myPlace service

- Users sign up for *myPlace* service using stationary online website
- *myPlace* service generates **user preference profile (UPP)**
- This profile contains e.g. user's gender, age, and personal interests (hobbies, favourite type of readings or movies, etc.)



Features of myPlace service

- When a user accesses the *myPlace* service, their mobile device is **identified** and automatically associated with the **corresponding UPP**.

- **Current time** of use determined and...

- ...(assuming the user's consent) the current **geographic location** is determined.

Features of myPlace service

- All obtained information is aggregated to a **dynamic context-based user profile (DCUP)**

Location

Current time

User Preference Profile (UPP)

Dynamic Context-based User Profile (DCUP)

Features of myPlace service

- When using *myPlace* service, user is presented with overview of **various POI categories** (restaurants, cinemas, etc.) or – alternatively - a text field for entering a **search query**

Source: telefon.de

Features of myPlace service

- User sends out a **POI request** for a category of choice
- *myPlace* service generates a **list of potential POIs** based on user's DCUP
- Only POIs in **close proximity**, **open** at the current time of day and **matching the user's UUP** are returned as search results

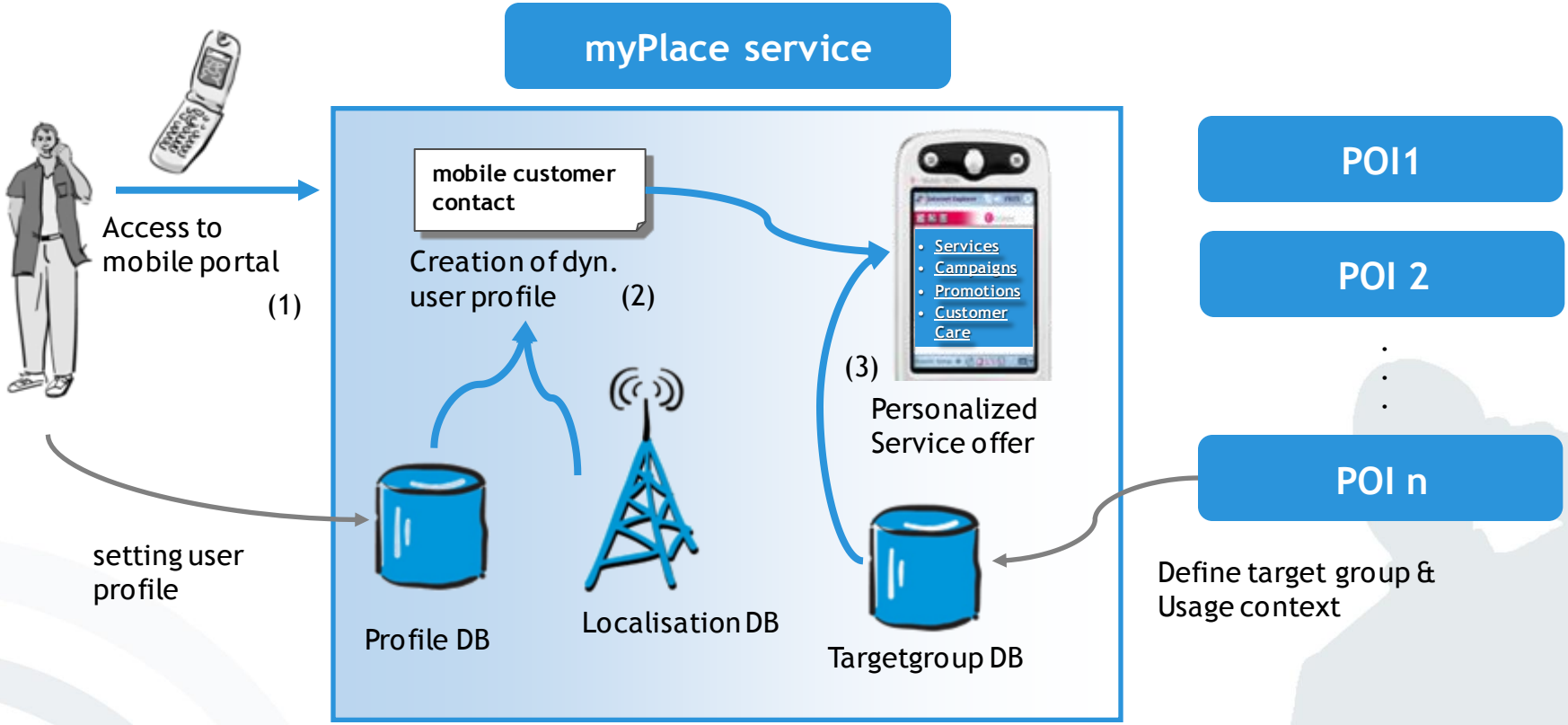
Source: telefon.de

Features of myPlace service

- When user selects a POI from the results list, the mobile device presents **POI location**, **map** and **navigation directions**.

Source: telefon.de

Process overview of the myPlace service



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Information and Application Systems

- Describe the difference between **Information Systems** and **Application Systems**.

- Referring to the myPlace Service, give an example for an Information System as well as an Application System and describe their relation to each other.

Models and Meta-Models

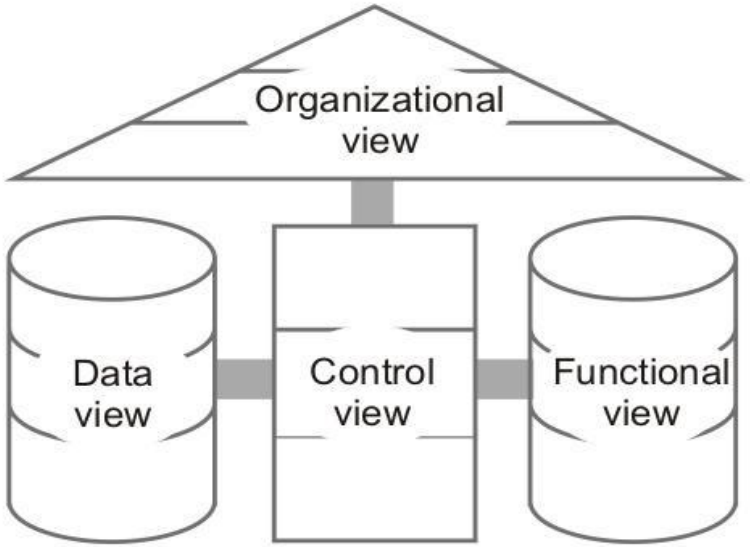
- What is a **model?** Give an example in relation to the myPlace service.

- What are **meta models**? Give an example in relation to the myPlace service.

Enterprise Modelling

- What is a an Enterprise Model?

- Develop a high-level Enterprise Model of the myPlace Service using the ARIS approach.



Three-Tier Model

- Why does it make sense to model the *myPlace* service based on the **Three-Tier model**?

- How can the *myPlace* service be structured along the Three-Tier architecture concept?

Three-Tier Model (2)

- Apply the **Three-Tier model** to the myPlace Service for all architecture concepts of Information Systems that you can think of (Central server concept, Client/Server, …)

- Which architectures are not suitable for the myPlace Service and why?

Other Architecture concepts

- Which (other) **architecture concepts of Information Systems** are suitable for the myPlace service?

Architecture of Information Systems

- Homework:

Do you know an architecture which might be suitable for **cross-company deployment**? Imagine myPlace consists of services from various enterprises.

Open Questions?