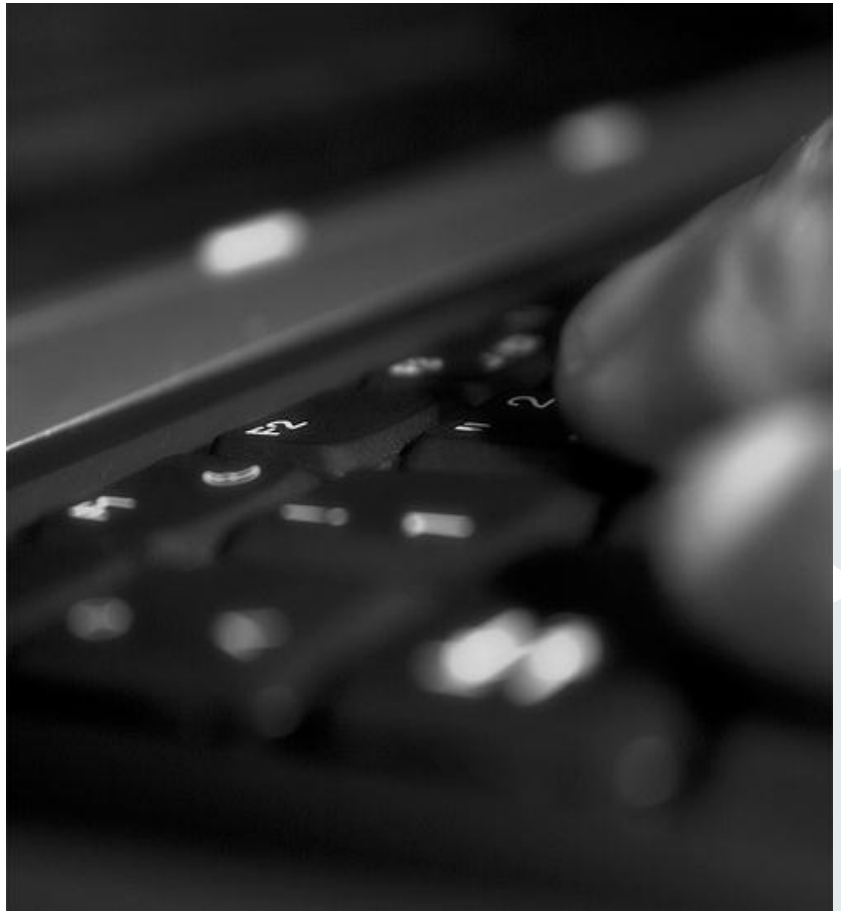


Mentorium 1
Business Informatics 2 (PWIN)

Course Organisation
myPlace Scenario
Information Systems

WS 2011/2012

Stephan Heim
www.m-chair.net

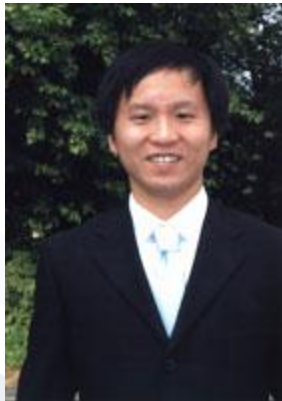


Jenser (Flickr.com)

- Course Organisation
- myPlace - A mobile location-based service
- Information Systems
 - Information and Application Systems
 - Models and Meta-Models
 - Enterprise Modelling
 - Three-Tier Model
 - Other Architecture concepts

Dipl.-Wirt.-Inf. Stephan Heim

(www.m-chair.net/stephanheim)



M.Sc. Shuzhe Yang

(www.m-chair.net/shuzheyang)

E-Mail contact: win@m-chair.net

- 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
 - m.m-chair.net

- Twitter Updates
 - Additional urgent, short notice information
 - Follow [@mchair](https://twitter.com/mchair)

The screenshot shows the website for the Chair of Mobile Business & Multilateral Security. The main content area displays information for the course 'Business Informatics 2' in the winter semester 2011/12. The course is a Bachelor's program (PWIN) with 6 credit points. It is taught by Prof. Dr. Kai Rannenberg, Dipl.-Wirt.-Inf. Stephan Heim, and M.Sc. Shuzhe Yang. The course is held on Tuesdays from 08:00-10:00 and 10:00-12:00 in room HZ 4 of the lecture hall.

On the right side, there is a 'Latest News' section with several announcements, including a seminar registration phase extension and a social media seminar. Below the news is a section for 'mchair @ twitter' with a link to the Twitter profile.

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 ***HZ10***
- Option 3: Thursdays, 6pm (c.t.) in Lecture Hall ***HZ8***

- 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.

- Course Organisation
- myPlace - A mobile location-based service
- Information Systems
 - Information and Application Systems
 - Models and Meta-Models
 - Enterprise Modelling
 - Three-Tier Model
 - Other Architecture concepts

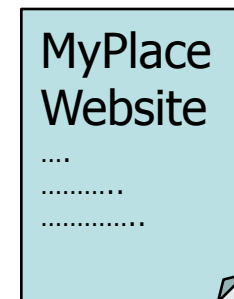
One application scenario for all Mentorium sessions

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



Source: telefon.de / Wayfinder, Tele Atlas

- 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)

- 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

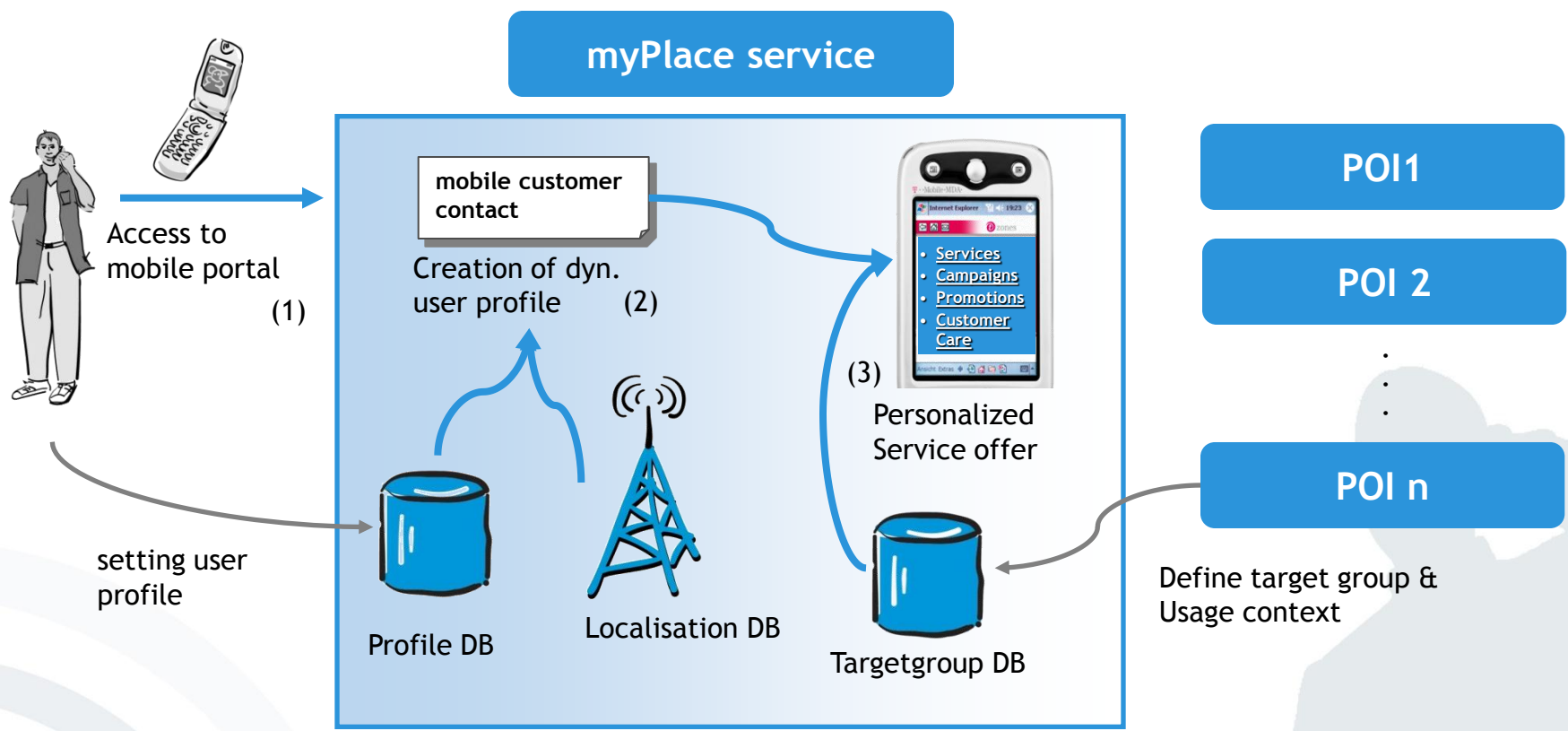


Source: telefon.de

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



Source: telefon.de

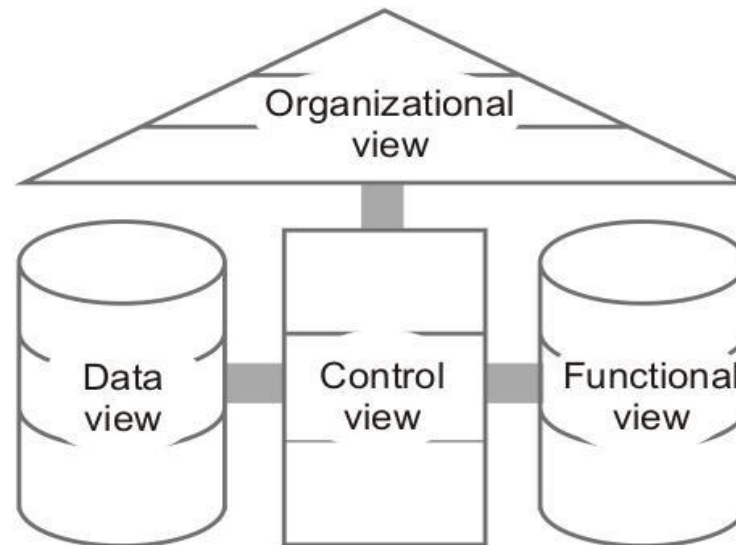


- Course Organisation
- myPlace - A mobile location-based service
- Information Systems
 - Information and Application Systems
 - Models and Meta-Models
 - Enterprise Modelling
 - Three-Tier Model
 - Other Architecture concepts

- 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.

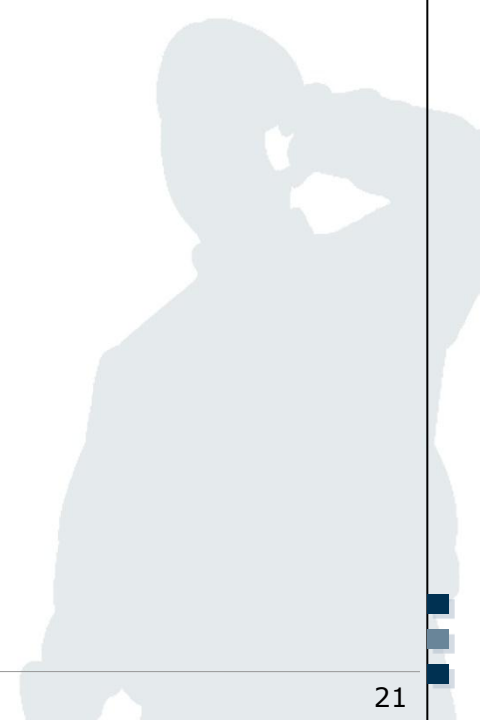
- What is a **model**? Give an example in relation to the myPlace service.
- What are **meta models**? Give an example in relation to the myPlace service.

- What is a an Enterprise Model?
- Develop a high-level Enterprise Model of the myPlace Service using the ARIS approach.



- 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?

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



- Homework:

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

Open Questions?

