



ICOMTT2020

INTERNATIONAL CONFERENCE ON MANAGEMENT TECHNOLOGY AND TOURISM
SOCIAL VALUE CREATION

TOWARDS AN INFORMATION SYSTEM FOR SOCIAL VALUE CREATION

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RESEARCH BACKGROUND «Volto Já Business Model»

- A platform based [Social Tourism] Business Model... (Shaughnessy, 2016)

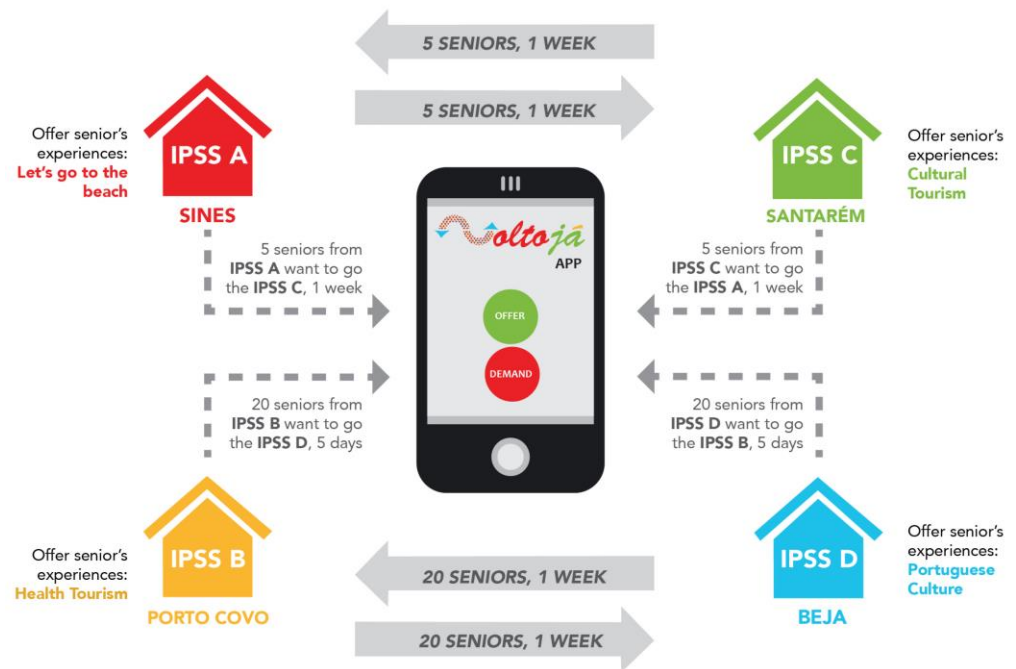


Figure 1 – Volto Já Business Model (Oliveira et al, 2019)



METHODOLOGY

Adapted from Hevner, March, Park e Ram (2004)

Design Science Framework in Information Systems

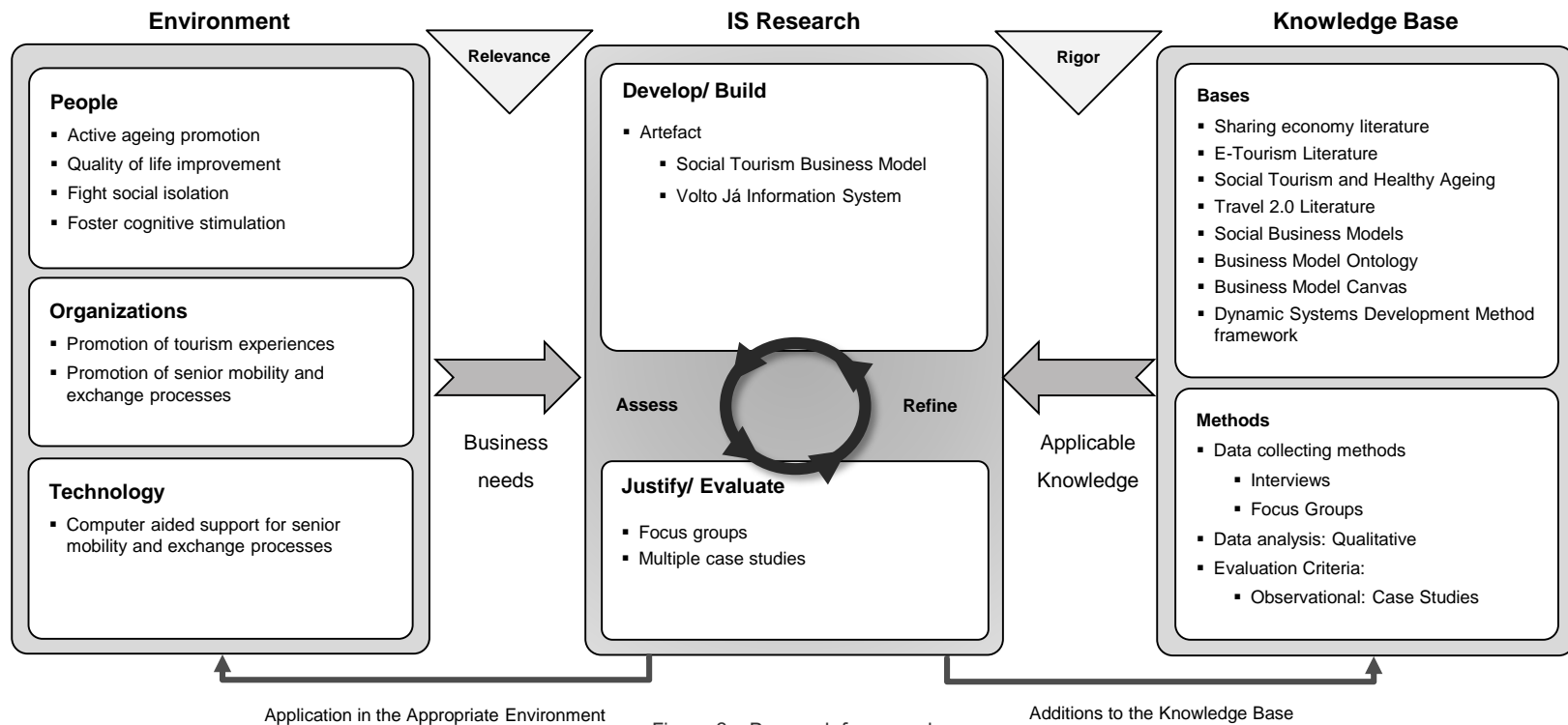


Figure 3 – Research framework



VOLTO JÁ INFORMATION SYSTEM Development Process »

- **Business Study**
 - Business Model Canvas instantiation
- **Functional Model Iteration**
 - MoSCoW Technic
 - UML
- **Design and & Build Iteration**
 - UML
 - Balsamiq Wireframes
 - Yii framework/ Native Script
- **Implementation Iteration**



Figure 4 – Dynamic Systems Development Method Framework (DSDM, 2014; Answer et al, 2017)



VOLTO JÁ INFORMATION SYSTEM Core Business Processes »

- Eight Core Business Processes

The Business Model Canvas

Key Partners <ul style="list-style-type: none"> Who are our suppliers? Who are our distributors? Which resources are we buying from? Which key activities do partners perform? Can our partners be replaced? Can we replace our partners? Are there any risks from our partners? 	Key Activities <ul style="list-style-type: none"> What are the most important activities that our value proposition requires? Can we do it better than our competitors? Can we do it faster than our competitors? Can we do it cheaper than our competitors? Can we do it differently than our competitors? 	Value Proposition <ul style="list-style-type: none"> What value do we deliver to the customer? Which customer problem are we helping to solve? What bundles of products and services are we offering to the customer? Which customer needs are we addressing? What is the most important value proposition? How do we reach our customers? How do we create value? How do we capture value? How do we deliver value? How do we create value? 	Customer Relationships <ul style="list-style-type: none"> How do we acquire, keep and grow our customer base? Which customer relationships are we building? How are they integrated with the rest of our business model? How costly are they? How do they create value for us? How do they create value for our customers? How do they create value for our partners? How do they create value for our suppliers? 	Customers <ul style="list-style-type: none"> Who are our target customers? How do they create value for us? How do they create value for our partners? How do they create value for our suppliers? How do they create value for our competitors? How do they create value for our society?
Cost Structure <ul style="list-style-type: none"> What are the most important costs inherent to our business model? Which key resources are most expensive? How do we reduce or eliminate our most important costs? How do we reduce or eliminate our most important costs? 	Revenue Streams <ul style="list-style-type: none"> For what value are our customers really willing to pay? For what price are they actually paying? What is the revenue model? What are the pricing levers? How do we create value? How do we capture value? How do we deliver value? How do we create value? 	Channels <ul style="list-style-type: none"> Through which channels do our customer segments want to be reached? Which channels are most effective? Which channels are most economical? How do we create value? How do we capture value? How do we deliver value? How do we create value? 		

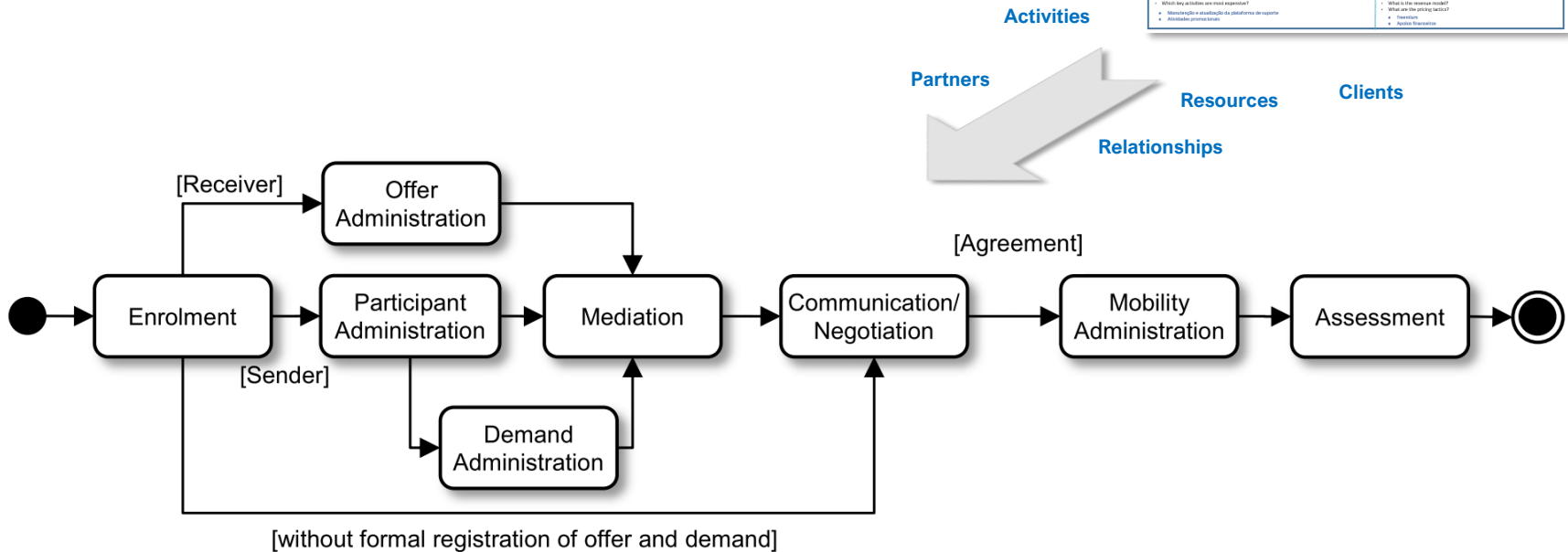


Figure 5 - Volto Já Core Business Processes



VOLTO JÁ INFORMATION SYSTEM Requirements and functionalities »

Requirements

Initial requirements list: 61 items.



Final requirements list: 45 items.

- **Mandatory: 27**
- **Important: 9**
- **Suggested: 8**
- **Excluded: 1**

Functionalities

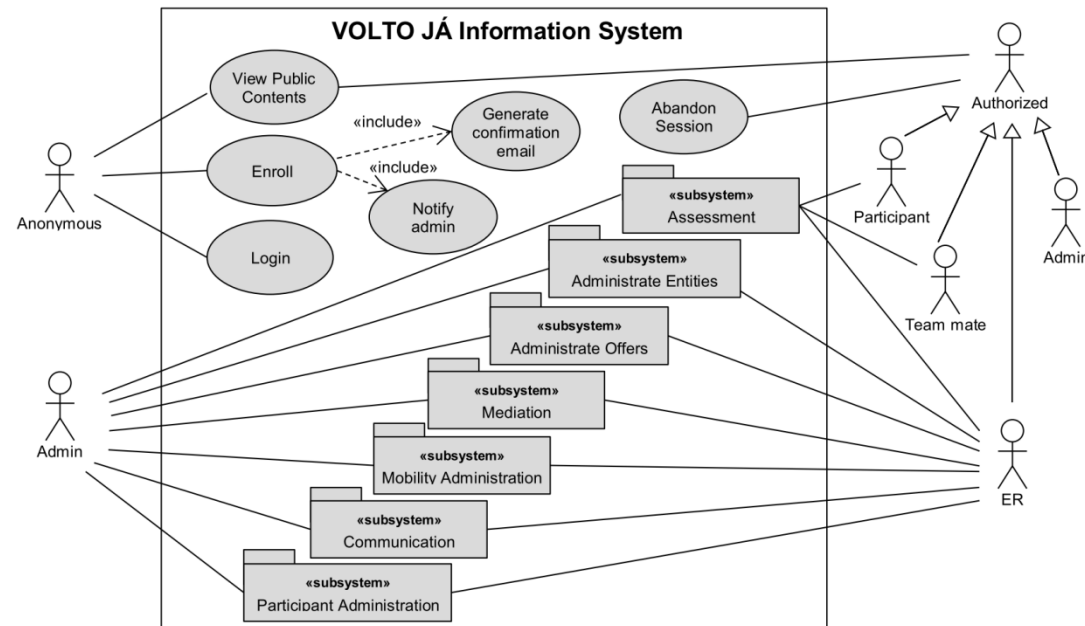


Figure 6 – Use Case (top-level): Overview of VOLTO JÁ Information System



Volto Já Information System Wireframe prototype »

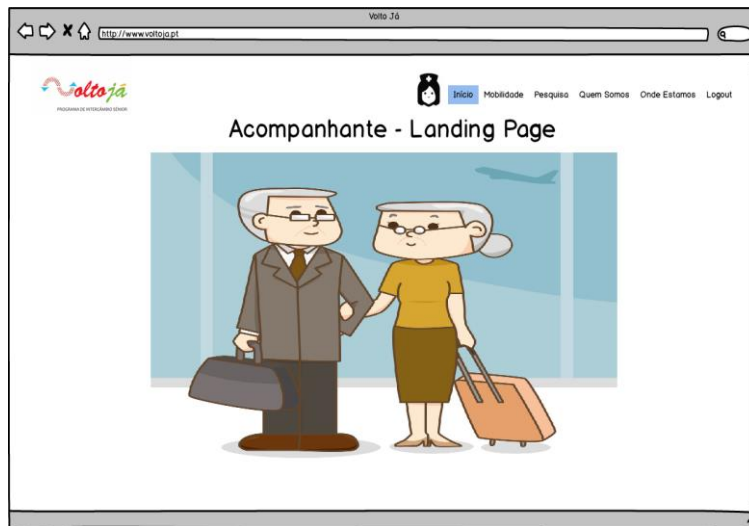


Figure 7 - Volto Já Web Application wireframe prototype: landing page

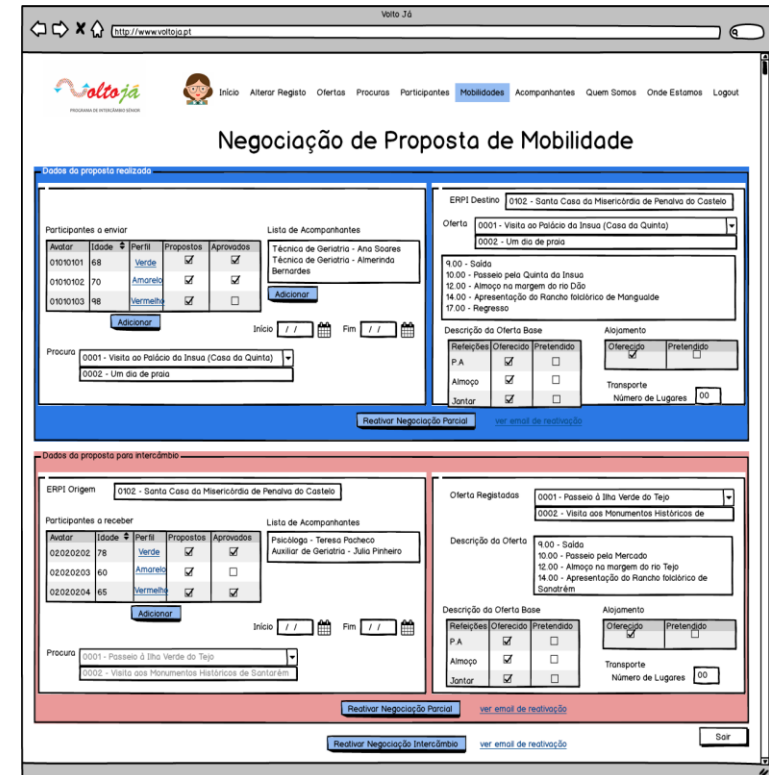


Figure 8 - Volto Já Web Application wireframe prototype: negotiation functionality



Volto Já Information System System architecture»

- Multi-layered architecture (6 Layers)

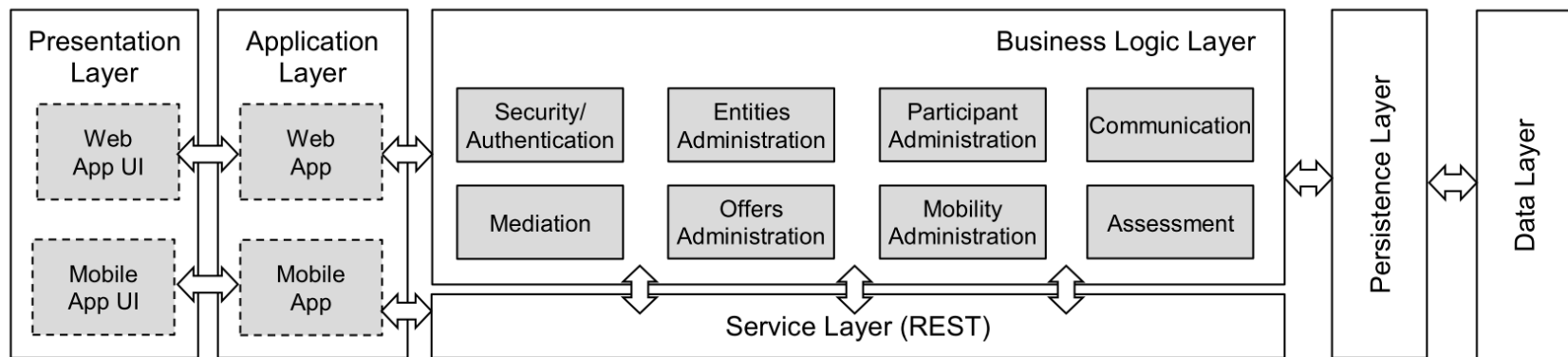


Figure 9 - Volto Já Information System architecture (Barradas et al, 2019)



Volto Já Information System System core technology»

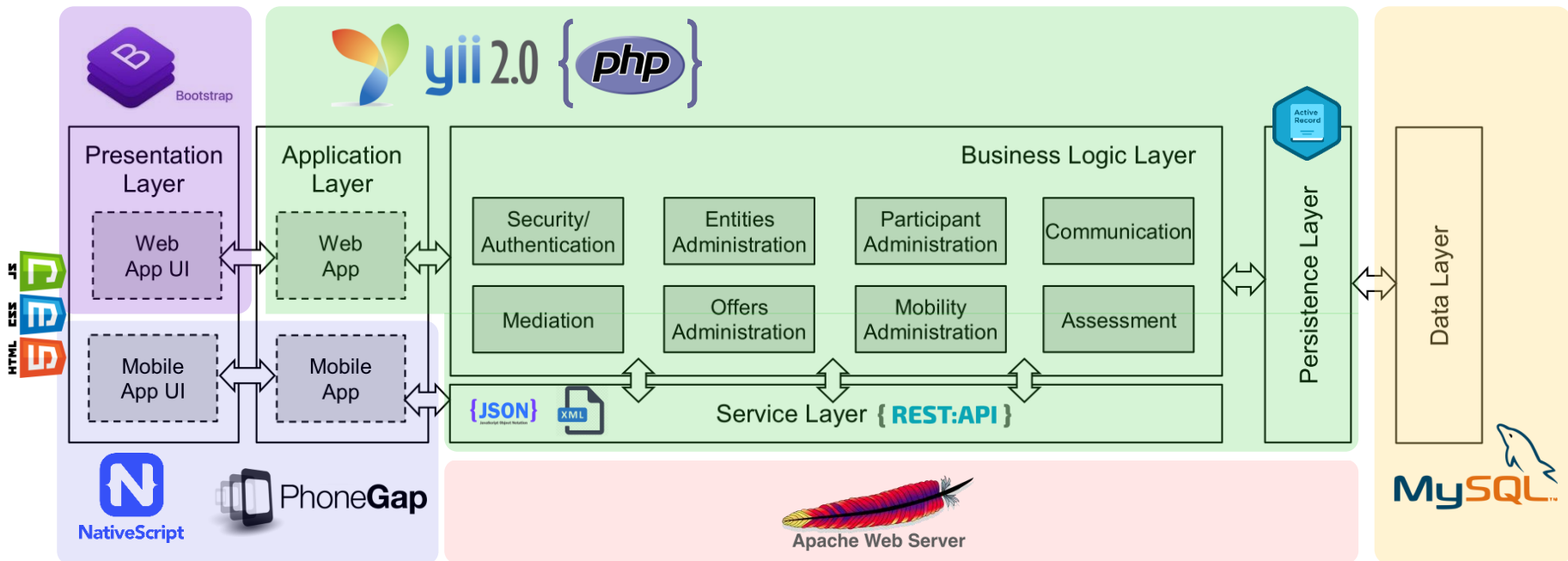


Figure 9 – System core technology



VOLTO JÁ INFORMATION SYSTEM Current status of development»

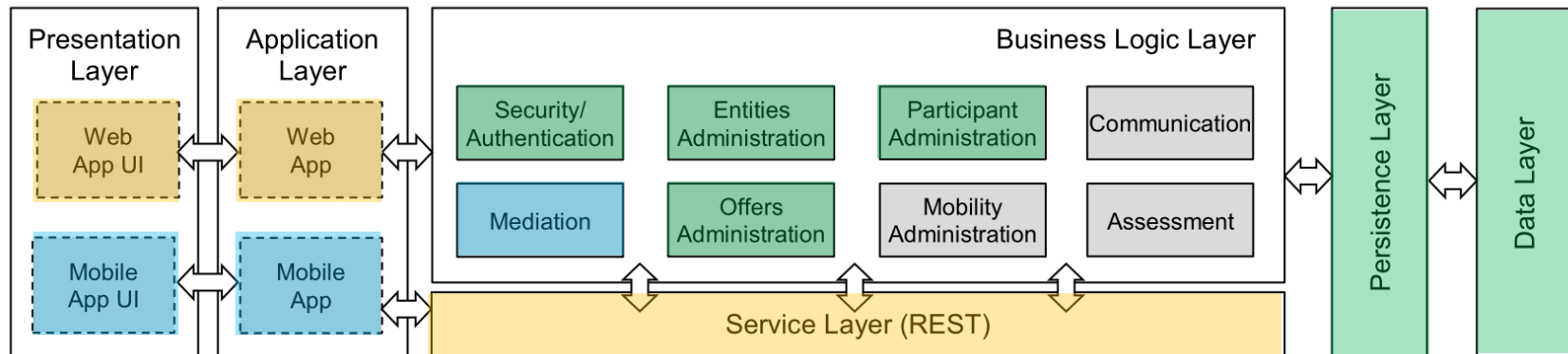
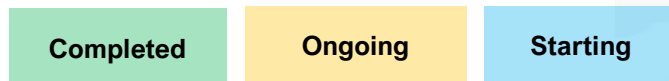


Figure 9 - Volto Já Information System modules' implementation

Legend:





Volto Já Information System Current status of development: **Web Application** »

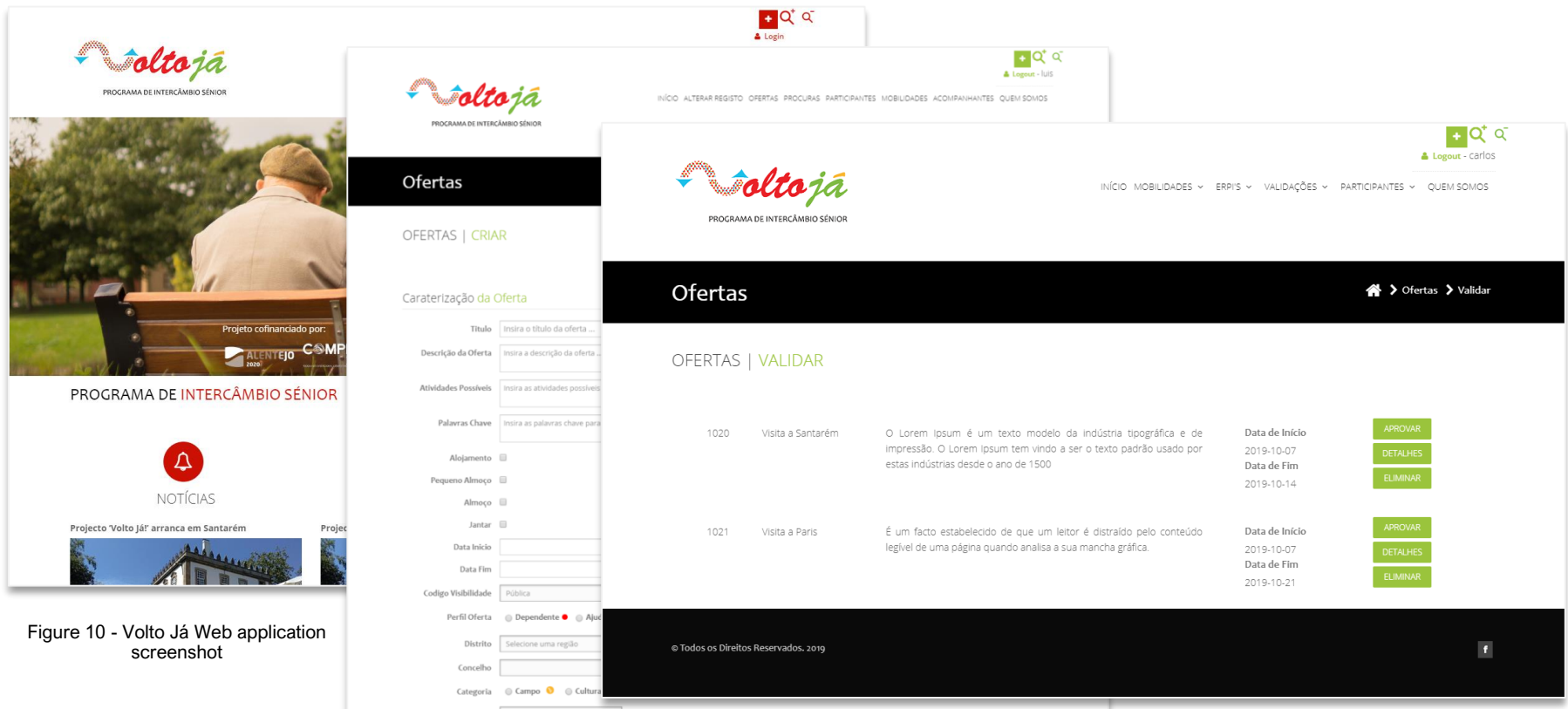


Figure 10 - Volto Já Web application screenshot



Volto Já Information System Current status of development: **Mobile Application** »

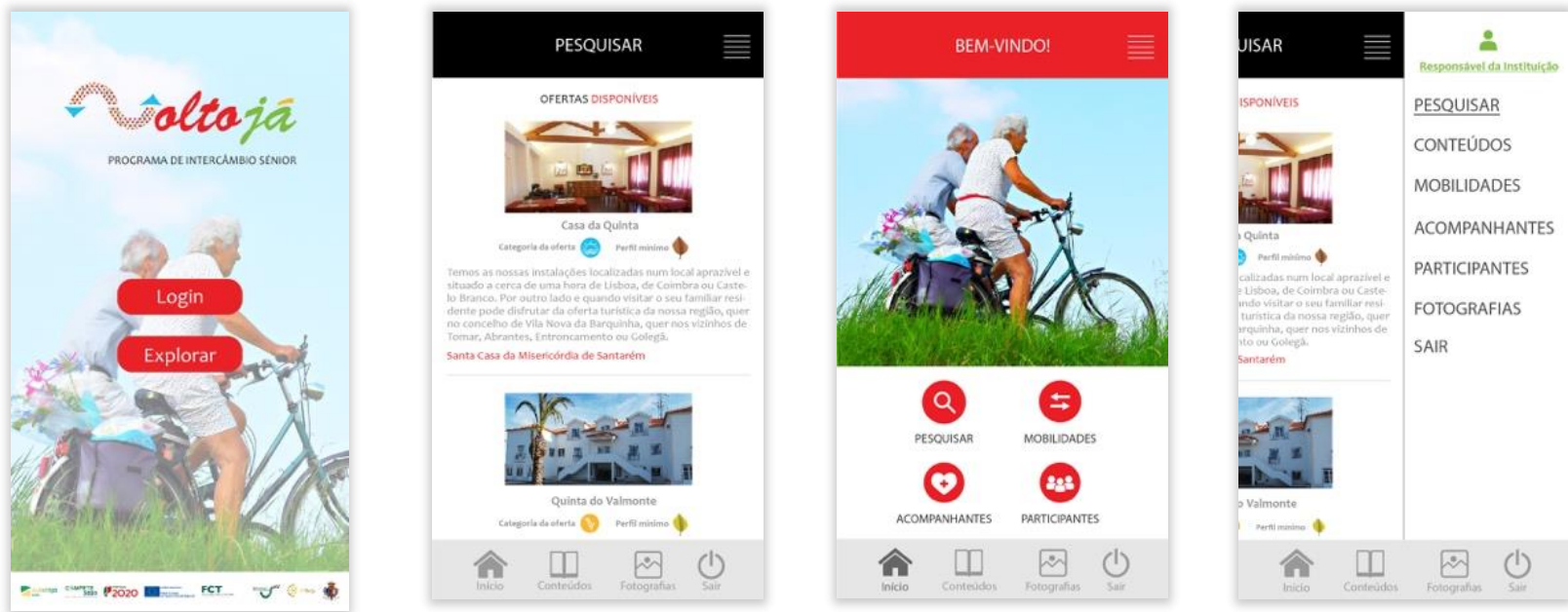


Figure 11 - Volto Já Mobile App design templates produced by the IPBeja team



RESULTS

- The Information System modelling and architecture are defined and validated by the scientific community;
- The software artefact is already on the development stage, and some modules are fully implemented.





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