



Information System

An Information System is more than just a computer; it is a solution to a business problem.

Primary Functions:

Collects, Processes, Stores, Distributes information.

Three dimensions of IS:

1. **Organization Dimension** (people, business processes, rules and procedures)
2. **Management Dimension** (Make decisions, monitor performance, plan ahead)
3. **Technology Dimension** (Hardware, Software, Databases, Networks)

Why IS is important?

- Work faster
- Reduce errors
- Improve decisions
- Stay competitive

Mobile App Features

Mobile app features are the functions or capabilities that allow an application to perform tasks and provide value to users.

Types of Common App Features

1. **Recommendation Systems** - These features suggest content, products, or services based on user behavior (ex. Suggested videos, Recommended products)
2. **Automation** - Automation allows the app to perform tasks automatically without user input. (ex. Auto-saving data, Automatic reminders)
3. **Real-Time Functionality** - This feature updates information instantly as it happens. (ex. Live chat, Ride tracking, Live notifications)
4. **Offline Capability** - Some apps can still function even without internet connection. (ex. Viewing saved content, Offline notes)
5. **Instant Access** - Users can quickly open and use the app with minimal delay. (ex. Fast Login, Biometric access (fingerprint/face ID))

Why App Features matter

1. **Improve User Experience** - Make the app easier and more enjoyable to use
2. **Solve Problems** - Each feature addresses a specific user need
3. **Increase Efficiency** - Users can complete tasks faster
4. **Make Apps Competitive** - Apps with better features attract more users

Choosing the right features:

- **Relevance** (Does the feature solve a real problem?)
- **Simplicity** (Is it easy to use?)
- **Performance** (Does it make the app faster or slower?)
- **User Needs** (Is it useful for the target users?)

Building a good app concept:

- **Clear Purpose** (What the app is for)
- **Target Users** (Target Users)
- **Useful Features** (Functions that solve real problems)
- **Simplicity** (Easy to understand and use)

How Companies Compete, Innovate, and Act Responsibly

Companies succeed because they combine: •
Strategy • Technology • Customer experience

Business Strategy and Competition

Key Factors in Competition:

1. Competitors
2. Barriers to Entry
3. Customer Choice
4. Substitutes
5. Power in the Market

How companies create value:

- 1. Operations** - How a company creates and delivers its product or service
- 2. Marketing & Sales** - How a company attracts customers and convinces them to buy
- 3. Customer Service** - How a company keeps customers satisfied
- 4. Technology & Support** - The systems that keep the business running

Technology and Innovation

Technology plays a major role in changing industries.

What is Innovation?

Innovation is the use of new ideas or technology to improve or change how things are done

Disruption

Some technologies completely change industries. This is called disruption

Effects of Disruption:

- Makes services faster and more convenient
- Changes customer behavior
- Forces old companies to adapt or fail

Impact of technology on customers

- Making services faster
- Providing convenience
- Offering personalized experiences
- Giving real-time access to information

Ethics in technology

What is Ethics?

Ethics refers to what is right and wrong in how companies behave.

Common Ethical Issues:

1. Privacy Concerns
2. Data Misuse
3. Lack of Transparency