SMS Systems: Case Study # 1

Background:

You work for a small NGO runs a variety of clinics focused on maternal and child health. The directors of the NGO want to implement a system similar to MAMA which would allow for increased interaction with pregnant mothers. You’ve been able to talk with MAMA international and have access to their content base which is delineated by time. Each message has a variable which notes when it should be sent compared to estimated date of delivery.

The directors have charged you with designing a system from start to finish which will register mothers for this service and follow up with messaging.

Questions to Consider:

1) Who is your end user?
2) What do you need to know about your end user before you start developing a system like this?
3) What does the user interaction with the system look like?
4) What functionality do you need from the system?
5) What are the simplest logical steps you can do to accomplish your tasks?
6) How much do you think this platform will cost?
7) Who is going to pay for this?
8) What other factors can come into play in the implementation of this system?