

## Design Science Research Methodology

<div> <div>Process Iteration</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> </div>	<b>Activity 1.</b> <i>Problem identification and motivation</i>	<ul style="list-style-type: none"> <li>Approaches in literature: time-consuming, generally survey-based, lack of agreement on components (and how measure), limited components and/ or area measured</li> <li>Organizations need: easy-to-implement, all-encompassing tool that benchmarks internally (and externally) and offers multi-level comparisons – and easy-to-interpret, efficient and cost-effective, and capable of delivering interpretable solutions for website improvement.</li> </ul>
	<b>Activity 2.</b> <i>Define objectives for a solution</i>	<ul style="list-style-type: none"> <li>Extensive literature review and investigation of research developed tools.</li> <li>Develop comprehensive and integrated framework to evaluate websites. One allowing managers to strategize and possibly reposition their website (possibly to better fit user expectations).</li> </ul>
	<b>Activity 3.</b> <i>Artifact Design and Development</i>	<ul style="list-style-type: none"> <li>DSRM, set-theory, causation theory, planned behavior, motivation theory, gratification theory, consumption theory</li> <li>WAM artifact = multi-level, hierarchical, 234 literature-identified, mutually-exclusive components into 28 mutually exclusive functions into 3 mutually exclusive domains. Measure components present=1 or absent=0 = software programmable easy-to-interpret scores at level, cost-effective</li> </ul>
	<b>Activity 4.</b> <i>Demonstration</i>	<ul style="list-style-type: none"> <li>Implement WAM during the design stages of <a href="http://www.therideguide.com.au">www.therideguide.com.au</a></li> <li>A purposed-built publicly-accessible tourism website built in 5 monitored stages - each with more components added to gauge if component additions influence traffic on an active website and if these additions can be deemed website improvements</li> </ul>
	<b>Activity 5.</b> <i>Evaluation</i>	<ul style="list-style-type: none"> <li>Google advanced analytics and server statistics track consumers. Data analyzed and results compared with objectives (est. June 2013)</li> <li>Statistical analysis and interpretation</li> </ul>
	<b>Activity 6.</b> <i>Communication</i>	<ul style="list-style-type: none"> <li>Journal articles and conferences</li> <li>DSR and IS journals, and Benchmarking, an International Journal, and ACIS conferences</li> </ul>

Cassidy & Hamilton (2016), <https://researchonline.jcu.edu.au/34970/>. Table adapted from Peffers et al., 2007