Testing Results

Add Digital Platform
Microsoft Excel Macro-enabled button implemented to add digital platforms.

Missing Criteria Values / Outside Desired Range
System designed with format-protected tables. User cannot manually type in any of the cells, but are prompted to enter values via a dropdown list.

Tie Frequency
A tie between digital platforms occurred in each simulation. Compared to the number of platforms in the system, these tie occurrences are low. The team concluded that a tie is an allowable outcome.

Ensure Output
Implemented settings on Pivot Table Slicers for Age Range and Gender. If there are no digital platforms for that combination, then those options will become grayscale.

Occurrence of Outcomes
Distributions showed that no platform consistently ranked the best nor was a platform consistently ranked the worst platform in the simulations.

Team Coordinate:

<table>
<thead>
<tr>
<th>Team Coordinate:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brandon Levan</strong> will be graduating with a Bachelor of Engineering in Engineering Management.</td>
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Marketing Decision Support System

Team Coordinate:

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<td>Stefanie Moran</td>
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<tr>
<td>Amy Regan</td>
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</tbody>
</table>

“Locate your next opportunity.”
Background

1990s
- Garmin has been a worldwide leader in satellite navigation, setting the bar for personal navigation devices.

2014
- Garmin introduced the Vivo Series to the wearable activity tracking market.

2017
- Today, Garmin offers an extensive line of activity trackers for adventurers, professionals and activity “dabblers”.

Project Overview

Problem
There is a need for Garmin to increase the recognition of their Vivo series of activity trackers to become more competitive in the wearable device industry.

Opportunity
Coordinate is taking the opportunity to provide Garmin with a tool to support digital marketing decisions to effectively raise awareness and sales of the Vivo series through exposure to the correct audience.

Mission
Leverage Garmin’s marketing decisions with a solution that identifies digital marketing platforms appropriate for their target demographics.

Design of Marketing Decision Support System

Scope
Design and implement a Marketing Decision Support System (MKDSS) for Garmin.

Criteria
Digital Marketing Platforms and Garmin Vivo products were considered on the basis of 9 different criteria defined below and shown in Figure 3.

Physical Aesthetic - The physical appearance of the technology influences the customer more than the functionality of the technology.

Engagement - The level of proficiency a customer needs to use the technology.

Feedback - The technology has a wide variety of features.

Contemporary - The customer values the newest and most innovative technologies.

Popularity - The technology has a large user base compared to competitors in their respective industries.

Notified - The amount of notification types that a product or service can provide to a customer.

Personalization – The customer’s ability to customize the technology.

Images Instead of Text – The customer prefers to view visual information rather than textual information.

Usability - The degree of ease when using the technology.