Chapter VI
Web Application Process–Oriented Design for External Users

INTRODUCTION

There are several problems to face in the definition of the methodology of design object of this chapter.

In regards to the internal users of the company that mainly use the information system through the company intranet, the principal problems to face is adjusting to a design of the business processes made up by the business experts to a design oriented to the specific demands of the IT experts without changing the underlying representation that is the BPMN™ (OMG, 2006) representation of the business processes.

While in regards to the methodology oriented to the design of Web applications useful for the users external to the company, the problem is more complex because it is of the highest importance to link together the know-how coming from two worlds that, until today, have not had common points but whose integration is an element of success for the birth and for the affirmation of new information systems.

In the present chapter, they will be faced, therefore, the problems inherent to the methodological level of the delineated architecture relative to the external user of the company. The problems for the internal users will be discussed in Chapter VIII.

The fusion of the IDM (and PIDM) (Bolchini & Paolini, 2006) methodology of design of Web application with the representation of the business processes made up using BPMN™ notation introduces several problems that can be faced by the designer in different ways according to the typology of application to design. It is for this reason that it is not wanted to constrain the designer to a rigid design methodology that forces his/her design choices, but the aim is only to provide some methodological guidelines useful for the designer from which he/she can freely move away in order to make a design according to the needs of the specific application domain.

One of the main reasons that has brought us to delineate some methodological guidelines, surely less rigid and formal than a real methodology, resides in the fact that the models to be integrated, being produced by different professional figures, can give life to different formalities of representation, without considering that the same business processes and the applications introduce details and specific behaviors that need a personalized treatment with the purpose of obtaining an effective integration. A methodology, to be such, has to keep in mind all of the particular cases, but the most frequent risk is that such detailed level brings to the renouncement of some essential aspects of the business processes or of the Web application. In some cases it is possible, in fact, that the business processes assumes a preponderant role, or that the business processes are not very represented, and therefore, its temporal and logical constraints are not respected.

The methodological guidelines, instead of a well-defined design methodology, allow adapting in a faster and elastic way the various cases that can be introduced, in how much they represent directives of modeling that unite the characteristics of universality and opening to those of formality and authoritativeness.

Before illustrating the methodological guidelines of integration, we see what problems there are to face.

METHODOLOGICAL GUIDELINES: A BRIEF OVERVIEW

The last goal of the methodological guidelines is to integrate in an opportune way the know how up to the present moment consolidated, coming from the design of the information related to the Web applications (made up through IDM design methodology) with the know-how coming from the design of the business processes and, accordingly, the resulting know-how coming from the design of the user experience (made up through PIDM design methodology) with the design of the business processes.

For this reason, in the definition of the methodological guidelines, it is assumed to already have been available:

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