Eller College of Management
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*MIS 111 Freshman Honors Showcase*

**Bag The Web**

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Executive Summary:

Our product, **BagTheWeb**, is a website used to organize and structure presentations that make use of multiple websites. **BagTheWeb** allows users to, “Create focused bags, containing the best links on your favorite topics” which further proves the purpose and main mission of this website. **BagTheWeb** defines “bag” as “a hybrid media container that allows you to organize the links you find most interesting into a cohesive unit”. “Bags” are created to categorize materials. **BagTheWeb** both makes presentations more effective for teachers and students, and more engaging for the audience. This useful tool reduces the amount of time necessary in transitioning between websites and sources. When first viewing this site, users are able to “explore” viewing Featured bags, that are most popular throughout this website, giving participants a way to become interested in other sources. The tab “Features” focuses on the importance of this site, describing the benefits gained from joining. Using this website as a tool, receiving new media coverage, organizing sources with virtual dividers, commenting on bags, re-bagging showing interest in another category and privacy controls among your sources are all reasons described on this website for their main goal, organization. **BagTheWeb** allows users to comment and describe either their personal feelings in regards towards the sources used or the significance of a specific website, allowing direct connections to be made. The page has user friendly features that ensures participants that they will become easily acquainted to the website. Minimal personal information is required in order to create a free account, allowing nearly anyone to become affiliated with this tool. New members are able to officially sign up through Facebook, a worldwide social media website, creating another way for users to easily become involved. **BagTheWeb** offers various privacy tools that allow users to either choose who they want to share their bags with or choose to hide their information. “Our Chrome extension and Bag it bookmarklet for Firefox and other browsers makes it easy to add weblink items and existing bags into your own bags” proving the wide range of sites that **BagTheWeb** is available on. This website’s mission is to create a linkage between numerous sources on the web, and create a way for many examples to become smaller. Stated on **BagTheWeb.com** “From TED.com to Wikipedia. From YouTube to Slideshare. All you need to do is add a link to a bag and the rich media content will be recognized automatically and embedded into the bag”. This example further proves the extended benefits of becoming a member on this website. **BagTheWeb** positively benefits users in any type of organization for presentations. This innovative tool has the potential to change the atmosphere of classrooms, not only on a college campus, but the workforce as well. With the addition of this website in classrooms, students will personally be able to feel more connected with the material being taught, with easy access to their information that is grouped together in one location. Students can access all of the bags created by their teachers quickly and efficiently. This allows students to freely study all of the information being taught to them throughout the school year without changing web pages. Teachers benefit as well, using a website that can help organize their material and add possible information to lectures that are being formally presented. **BagTheWeb** provides organizational features to help further revolutionize the presentation process.
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i. Example of the website - many bags along with “Featured Bags”:

![Image of the website featuring many bags with “Featured Bags”]

ii. Example of ONE bag:

![Image of a single bag on the website](image-url)
1. Introduction:

Our team including, Daria Penner, Max Goldstein, Sam Manley and Tristan Richards, have been researching and studying BagTheWeb, in hope to integrate this website into classroom settings. BagTheWeb is a tool that allows you to create bags which are essentially folders with different links categorized within it. Our team’s goal is to fully communicate and advertise the numerous advantages of using this website, BagTheWeb to our main audience, teachers and students in a college campus atmosphere. We hope to emphasize both the user friendly and straightforward aspects of our tool, in order to accomplish the goal of getting professors to utilize the website within their daily classroom activities. Although we are specifically targeting professors that currently teach at the University of Arizona, we aspire to publicize the opportunities of the website beyond campus. Colleges and universities across the nation have the ability to benefit from this effective tool. BagTheWeb possesses all of the necessary attributes to develop into a site that could improve and organize a professor’s teaching in the long run.
2. Product Assessment / Overview

A. Market assessment

BagTheWeb provides numerous value propositions towards its potential users. The website is structured and viewed in a simplistic way allowing anyone to become involved in this source, not only focused towards technologically skilled people. This source displays specific features that the website is known for, including updated media coverage that users are able to become instantly educated on, and create a “bag” to organize such information. Virtual dividers are created among the site, to provide online organization and establish a way for sources to be further organized under each bag. Commenting is a large aspect and characteristic of this website, allowing users to personally describe their feelings on specific sites, creating a virtual connection between the tool and user. Similar to popular social media websites such as Facebook and Twitter with the “like” and “re-tweet” feature, BagTheWeb created it’s own aspect with a “re-bag” allowing users to specifically show their interest in other user’s bags. This website solves the everyday struggles and problems of wasting time by reducing the amount of time used transitioning between websites. Users that are not involved with this website, are constantly scrolling through tabs having to organize and figure out which site they feel is more important in preparation for a presentation. With the addition of this website, BagTheWeb solves this problem, ensuring an organizational tool to categorize each source specifically. These features prove the high and benefitting value that BagTheWeb has to offer. This tool offers a quick registration process that is free. It requires minimal personal information, ensuring users that they do not need to reveal specific details that could essentially draw them away from using this website. In regards towards possible competitors
this website may have, BagTheWeb has features and characteristics that set themselves apart from others. Although competing websites offers the same possible organizational tools, this website is unique with the virtual connection users and the creator is able to make.

The existing key markets and customers for BagTheWeb would include both education and internet bloggers. Education is targeted due to the ability individuals can quickly group sites and links together that professors often use for substantial projects and class programs. In this century, a variety and surplus of websites are available and utilized by human beings throughout the world. BagTheWeb provides everyone, especially adults involved in the educational world, the opportunity to create an accessible and effortless means of grouping networks together. The website itself has a link at the top of the page titled, “Teach.” When clicked on, “Teach” a link explains the advantages of using the site in the classroom. For example, it reads, “For teaching your class, you have a TED video, a few web articles, and some pictures for students to study... now you can put all of these teachings items on a single page”. Based on the “explore” feature of the website, there are “Featured baggers” who are identified as users that frequently navigate the site and create bags for all viewers to infiltrate. These “Featured baggers” could also be considered bloggers. Some of the bags that these users have constructed have thousands of views by web-surfers. This further proves the usage this website has towards bloggers, in such that, users are able to categorize their blogs and strive to get them featured on this website.

Another benefit to BagTheWeb is the pricing structure. In fact, the website is entirely free and accessible to anyone that is willing to join it. The website offers users the ability to sign in through Facebook. With Facebook being one of the most popular and used social websites
throughout the world, BagTheWeb is heavily benefited from this addition, allowing users to sign in with an already pre-created account.

B. Company Assessment

The business strategy of BagTheWeb states, “With our technology, ordinary users will be able to curate Web contents for collecting, saving, publishing, and sharing with friends.” “BagTheWeb, Inc.” is a startup company located in Houston, Texas. The site came online in April 2010.” In the meantime, their collective activities of curating will continue to make the Web better and more meaningfully connected. The Website is owned and operated by BagTheWeb, Inc. It has 1-10 employees and headquarters are located in the United States of America (LinkedIn).

C. Product Characteristics

Some important product features of BagTheWeb include a Chrome extension and BagItBookmarklet for Firefox and other browsers. This particular feature allows users to effortlessly add weblink items and other current bags into their own bags. Another feature that the website provides is the BagIt tool - a device that allows you to both multi-bag and enter an individual item or link into multiple bags. Dividers are another aspect that allow users to further organized bagged items into separate and more specific categories. Blurbs within bags is a feature that BagTheWeb provides for users to write and embed their own knowledge into the bag when they are unsatisfied with a website. Embedded bags are a way that provides four different embed sizes to personalize the site, while Re-bagging is a different way that allows
users to share bags that were created by someone else. Finally, BagTheWeb includes privacy controls, meaning you have the decision to publicize bags or keep them private.

ii. The product is delivered through a vendor hosted website that is accessible to anyone with internet access. BagTheWeb has not yet been transformed into an app-based product, although it is supported by smartphones.

iii. BagTheWeb can be used on any device that connects to the internet, however it is recommended to be used by a PC or Mac because it is easier to navigate and view on a larger display screen as opposed to an iPhone or Android. It is beneficial to have a larger display screen to fully view each and every website being used. Mac and PC computers allow users to see the name of each tab, navigate to different ones much quicker, and see a larger portion of each website.

3. Proposed instructional activity

a. The market we have identified as being suitable for BagTheWeb is based on the types of assessments used and the teaching style of an instructor. BagTheWeb is a tool that is not discriminatory towards an academic discipline’s material. The website would be extremely useful and effective for any business, science, fine arts and any other academic matter at both upper and lower division courses. BagTheWeb, however, would prove to be more effective when used with specific types of assessments, such as collaboration and online learning. Online learning is specifically targeted for our project because BagTheWeb is an online website itself. The main purpose of the tool is to provide easy access and effective means of grouping together websites specifically for researching online information. BagTheWeb is also an effective apparatus for collaboration and working with teams. Its features that allow grouping
together bags and allowing commentary would be extremely beneficial for improving teamwork skills.

b. *BagTheWeb* could be useful for teachers and students in a classroom in many ways. For example, a professor has the ability to create bags for every unit or chapter that they are covering in the course over the year. The professor could present the bag to the students in class and provide the link for the entire bag on their website, such as D2L or Blackboard. Students then have the ability to access and utilize the bag that the teacher has provided online. The website provides both teachers and students the advantage of easily accessing many links and websites in one spot. It is both effective and fast.

c. Our team would create an evaluation similar to the teacher course evaluation that is emailed to every University of Arizona student at the end of each semester. We could obtain useful feedback through this assessment about the opinions of students and how they felt about the new technology. A graded assessment would provide the feedback and information needed to determine if our product, *BagTheWeb*, proved to be effective in a classroom environment.

d. If an instructor adopted *BagTheWeb*, he/she would be providing the classroom with a quick and easy tool to access class information and assignments. The class could be improved with this opportunity to organize links into one cohesive unit for the entire classroom to access. Students would be able to reach data easily, therefore resulting in the understanding of class material more thoroughly. It would give them the chance to access published data as well as even collect, publish and share their own data for the classroom as well. With the ability to access information all in one unit, students would be more likely to perform better on exams.
and assignments because of collaborative information. From the perspective of a University of Arizona student, attempting to manage all of the links for one classroom, and specifically one unit, on both D2L and Blackboard can turn out to be extremely confusing and hard to find.

Difficulty accessing required exam and assignment materials results in both laziness and worse performance. By eliminating the confusion and difficulty of accessing several websites in different locations, BagTheWeb provides students the opportunity to perform better in class.

e. The University of Arizona Honors Colloquium, The Examined Consumer: Millennials, is the perfect class at the perfect college to adapt this technology of BagTheWeb. Dr. Anita D. Bhappu uses many separate links to teach her students information about the millennial population. Through BagTheWeb, Dr. Bhappu will be able to add all of her links for the semester to a single bag, instead of listing them on her syllabus. She can make her presentations interactive with comments about each article and key points to focus on. Before writing each essay that is assigned, Dr. Bhappu’s students can access all of the previous links covered in class with ease to review the key concepts.

f. We proposed that the teacher of the Honors Colloquium class would create a bag for each class that has online readings, which would be a small modification of what she currently does. Right now, she simply lists each URL that students are responsible for reading on her syllabus. This strategy creates confusion because her listed websites are not hyperlinked creating issues students may have, having to find the website online or even download it from D2L. Our proposal includes creating a bag for each class and sending out an email beforehand so students are aware prior to class where the materials are located. Not only would this provide one location for all readings before class to be found, but it would also give Professor
Bhappu the ability to comment on each website, either with a short blurb on what to focus on, her opinion of it, a short summary, or a question that she wants us to evaluate the answer of based off of it.

**4. Feasibility/Design assessment**

a. Our team interviewed Dr. Anita D. Bhappu, the professor of the University of Arizona Honors Colloquium, The Examined Consumer: Millennials. Based on the interview, Dr. Anita D. Bhappu responded with extremely positive feedback regarding the usage of *BagTheWeb*. She asked our team many questions about the website during the interview, thus positively changing our own understanding of our product’s use. We learned more about the management and usage of *BagTheWeb* from a teacher’s personal perspective rather than our own, as students. The interview proved to be effective and beneficial to both our team and Dr. Anita D. Bhappu.

b. For this product, it is not very challenging for students to complete the requirements of the proposal. Students merely need to have access to the internet (wi-fi) via computer, phone, tablet, etc. They also need an account on *BagTheWeb* to access its data. To create an account, it is required to have a current email and create a username for the website. No additional software, hardware or memory must be installed on a student’s computer.

c. There is a very slight learning curve for users to utilize *BagTheWeb* effectively. The *BagTheWeb* website provides a features page that outlines the various functions of the site in a simplistic manner. Also, there are many YouTube videos on how to use the site. Users can search for additional help learning the basics on this site through YouTube, a world-wide known website.
d. Using BagTheWeb in a classroom setting, there is no cost for the user, instructor or institution. The website is entirely free and available to anyone who desires to use it. However, if a student does not currently possess a computer, smartphone or device that is able to access the internet, he/she must purchase one or borrow one in order to be able to access BagTheWeb. If there is no wi-fi available and users are using a smartphone to access BagTheWeb, purchasing additional data may apply to those who run out of network data.

e. If the company discontinues BagTheWeb or goes out of business, we assume that the accounts and bags that users have created would ultimately disappear or no longer be accessible. If the site is unavailable for an extended period of time, users would not be able to access both their own and other user’s bags. If the website were to discontinue, alternative approaches to BagTheWeb could be any organizational website that allows you to place links in one cohesive unit. Finding another website as unique as BagTheWeb, however, could be difficult.

f. If adopted for a class exercise, BagTheWeb would not release any information considered to be a part of a student’s “educational record,” therefore not having any issues with the Federal Educational Rights and Privacy Act (FERPA). A student might have issues with BagTheWeb, however, if they have visual or motor disabilities. This means that the product would have an issue with the Americans with Disabilities Act, also known as ADA. BagTheWeb is accessed through a computer or smartphone, therefore requiring both sight and mobility. According to BagTheWeb’s “Terms and Conditions” contract, there seem to be no issues or requirements that are in conflict with a student’s expectation of privacy or potentially loss of
intellectual property. *BagTheWeb* does not ask for personal information besides an email when creating an account. Everything that is posted on *BagTheWeb* is public.

### 5. Next steps / Future work

Based on our team’s assessment and interview with Dr. Anita D. Bhappu, the next step that should be taken is to implement our product in one or more instructional atmosphere at the University. Dr. Anita D. Bhappu provided our team with both approval and positive feedback about this product. She claimed that she would be willing to implement *BagTheWeb* in her classroom and admits that she finds it to be a very effective tool for education. If Dr. Anita D. Bhappu initiates the use of *BagTheWeb* at the University, the next step would be to continue to publicize the website and pitch this idea to even more professors. Our team hopes that our product will become increasingly popular through the chain-effect and further advertisements. Although the website is genuinely easy to use, information sessions about the history and process of *BagTheWeb* could prove to be helpful to professors and students at the University.

After our “training” and interview with Dr. Anita D. Bhappu, another step to implementing *BagTheWeb* in the University would be faculty training. The professor was a bit skeptical at first, merely just browsing the website and the features that it possesses. After just a quick click of a button, Dr. Anita D. Bhappu was able to create her first bag. Faculty training could teach instructors on how to personalize bags and embed certain networks into them. Because our product is so accessible, a final step would be to persuade more professors to implement *BagTheWeb* into their classrooms.
6. Conclusion

BagTheWeb is a website that is extremely user friendly and straightforward for all users. It is used to establish and create “bags,” which are defined as hybrid media containers that allow the organization of multiple links into one cohesive unit. BagTheWeb makes presentations and classroom assignments easier to view and access for both instructors and students. Due to its purpose to collaborate numerous links together, our product avoids the waste of time from transitioning between different sources on the internet. Not only does the website provide the necessary elements for grouping together information, but its options to personalize and comment on “bags” making BagTheWeb that much more appealing to education. BagTheWeb will improve an instructional learning environment and activities at the University of Arizona by providing a tool to escape the confusion and difficulty of navigating several sources and several websites, such as D2L and Blackboard. BagTheWeb would serve as a portal to better student performance and better teacher appreciation.
Bibliography


Appendices

The University of Arizona Honors Colloquium, The Examined Consumer: Millennials

Dr. Anita D. Bhappu

Overall, the feedback from Dr. Anita D. Bhappu was generally positive. She was extremely intrigued with our product from the beginning, and our team brought our computers in order to train the professor how to create her own bag. After asking multiple questions about the instructional, technical, operational, and economic assessments about BagTheWeb, Dr. Anita D. Bhappu was pleased to discover that the website is very straightforward and easy to implement into her classroom.