

Service Processes and Systems Homework #3

Assigned: Feb. 6, 2006

Due: Feb. 13, 2006

1. Using lecture notes and materials you can find on the web, prepare a short two-page essay that discusses how the cognitive processes of a customer are important for a service process. Your essay should address topics such as sensory perception, attention, emotion, memory, and decision-making. Be sure to include plenty of examples.

2. We make decisions every day. Briefly describe three decisions that you have made over the last several days where you selected one alternative from among a group of options. For each decision:
 - Describe all the relevant attributes or performance measures.
 - Describe all the options that were considered.
 - For each option, estimate the utility associated with each attribute.
 - If there was uncertainty associated with the decision, endeavor to quantify it. For example, there may have been some factor that was unknown at the time the decision needed to be made. Perhaps the probability associated with values for the factor can be estimated.
 - Apply the principles of rational decision making to calculate the overall utility of each option.
 - Which option should have been selected? Was this the decision that was actually made? If not, hypothesize as to why you made a different decision.

For Graduate Credit:

Identify a technical paper that presents a model for collaborative decision-making.

Prepare a critical review of the paper. What are the positive contributions of the paper? What are the technical deficiencies of the paper?