

Assessment of Master Thesis – Opponent



Study programme: **Applied Informatics**

Field of study: **Information Systems Management**

Academic year: **2018/2019**

Master Thesis Topic: **Product, Marketing research and Development of “Vinylook” mobile application**

Author's name: **B.Sc. Jana Ljubinkovic**

Ac. Consultant's Name: **doc. Ing. Ota Novotný, Ph.D.**

Opponent: **Ing. Martin Potančok, Ph.D.**

	Criterion	Mark (1–4)
1.	Comprehensibility of the Master's Thesis topic and objectives	1
2.	Fulfilment of defined objectives	1
3.	Logical structure and cohesion of each parts	1
4.	Extent and relevance of description of the current level of knowledge	2
5.	Adequacy of methods in respect of the topic (selections of the methods and their application)	1
6.	Extent, quality and precism of description of the thesis's results	1
7.	Relevance and correctness of discussion of the thesis's results	1
8.	Correctness and relevance of information sources	2
9.	Grammar, stylistic style, terminology and overall formal and graphic level of the Master's thesis	2

Comments and Questions:

This thesis focuses on a centralized place for vinyl purchase/exchange, in particular the mobile application, which provides easy search of a wanted vinyl. The structure of the work is very logical correctly using the methodology of product development. 70 people were interviewed for the present research! The prototype is very professional (including various versions), already working with several tens of users and transactions.

Document formatting quality has several shortcomings (e.g. some parts are written by another style, direct quotations are not in italics, graphs are including texts in Czech etc.).

Questions and remarks to the defence: 1) Based on what the costs (on page 40) were estimated? 2) What are the next steps in launching the app?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 26/08/2019

Ing. Martin Potančok, Ph.D.

Opponent