

Vision and Scope Document

For

Pretty Paws

System Development Project

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Revision History

Name	Date	Reason For Changes	Version
Melissa Vogrin	10/9/2009	Sections 1 & 4 created	0.1
Chris Heebink	10/9/2009	Sections 2 & 3 created	0.2
Jesse Gonzales	10/9/2009	Sections 5-7 created	0.3
Chris Heebink	10/10/2009	Created initial draft	1.0

1. Business Requirements

Pretty Paws opened its doors in 2000 in hopes of providing a place for customers to bring their dogs to get an outstanding grooming experience. Now 9 years later this business continues thrive. They offer excellent services to customers for their dogs which include everything from bathing to extensive spa treatments. As Pretty Paws continues to grow so does the customer database and the need for advertising will help the business stay on top. By implementing a Microsoft Access Database and website this will help this company reach new heights.

1.1. Background

Pretty Paws is a small dog grooming business that is located in Cleveland, OH. There are currently 10 employees that are employed there. The company does not use any computer systems to conduct daily office duties. Instead, everything is done manually as a pen and paper process. Customer information is put on a note card and stored in a box. The appointments are kept in an appointment book. The advertising for the company is only through the Yellow Pages and no website is present for marketing purposes. The need for Microsoft Access Database will help the company store customer information, track sales data, grooming visits, and reporting. This process will cut down on time and be much more efficient. Also, adding a simple HTML website will increase customer awareness and sales.

1.2. Business Opportunity

Bringing in a computer system with a database and website will bring in considerable benefits to the company. It will give them a competitive edge among other grooming businesses in the marketplace. It will allow the company to be organized, modern, and have room to grow.

1.3. Business Objectives and Success Criteria

- Pretty Paws desires a database system that will store customer data, reporting, and track sales data.
- Pretty Paws would like to be able to backup data so that they are protected from any natural disaster, theft, or vandalism.
- Pretty Paws would like to be more efficient when it comes to customers and sales reporting.
- Pretty Paws desires a website that will attract more customers through promotions and recognition.

1.4. Customer or Market Needs

The primary need that isn't being met by the customer or the marketplace for Pretty Paws is a website. The website will allow customers to learn more about the company and this can give them insight to what kind of groomer they are taking their beloved pet to. Providing a list of services online with prices will give customers an idea of what Pretty Paws offers quickly and easily. Customers can get promotional coupons online to use at Pretty Paws when they bring in their dogs to be groomed. They can access this website from any computer that has internet access.

1.5. Business Risks

Building a customer database and website can impose risks on the business. With any new development for a company there will always be risks and they include:

- The database is built but doesn't meet the company's needs.

Communication will need to play a significant role before the database is designed, during, and after it's finished. By keeping in constant communication the risk will be low because the company's critical needs will be dealt with first hand.

- The development of the project will take longer than expected

Keeping the schedule constantly updated with issues that may arise during the development will alleviate this risk from occurring. By keeping the project detailed this will lower the chances of the project being delayed.

- Employees are having a difficult time learning the new software.

Since the business didn't have a computer system in house it will take time to train the employees on the new system. After the project is complete a training session will take place to familiarize the employees with the new database to lower the risk of error.

- A significant amount of work from changing to a new computer system.

All the data that is on paper will need to be transferred to the new database. This will mostly be done by hand since there wasn't another computer system to transfer data from. This can be very time consuming and there is room for error. This is the highest risk since it is hard to analyze how the system will accept the data and how much it will hold.

2. Vision of the Solution

Currently everything that is done at Pretty Paws is a manual, pen and paper process. Appointments are written in a notebook and customer information is on note cards that are filed in a box. Also, the only form of advertising the company has is a listing in the Yellow pages. Our solution will provide a simple cost effective solution to these problems.

2.1. Vision Statement

The vision of this solution is to provide Pretty Paws with a website to advertise the business's services and to generate more revenue by adding new customers. This solution will also eliminate manual pen and paper processes that will allow the company to operate much more efficiently.

2.2. Major Features

- Sales & Marketing website that contains pages with the following information -
 - Company background
 - Services offered
 - Promotions
 - Contact Information
- Microsoft Access Database Application
 - Store Customer Data
 - Track sales data & office visits
 - Reporting

2.3. Assumptions and Dependencies

A successful implementation will require the following from Pretty Paws that is not included in H.G.V. Consulting's solution –

- Registration of domain name such as prettypaws.com
- An account with a 3rd party web hosting provider such as GoDaddy to host the newly created website.
- A new PC
- A license for Microsoft Access 2007
- Printer for printing reports
- Users are competent with Microsoft Windows and Microsoft Office

3. Scope and Limitations

Pretty Paws is a growing business that has outgrown some of its manual processes and needs to add some computer systems to help improve their business. They would like to start with a simple, cost-effective solution to their biggest problems, but have the ability to expand on them with future releases.

3.1. Scope of Initial Release

The scope of the initial release is to solve two major issues that Pretty Paws is having. The first problem is the lack of an online presence that most of the competitors already have. Having a company website will make it easier for potential customers to find out about the business and the services it offers. The second problem the initial release is going to solve is the inefficient manual process in which customer information and appointments are tracked.

3.2. Scope of Subsequent Releases

The design of this solution will make it easy to enhance the applications in the future including the following possibilities –

- Website
 - Additional Pages – new pages can be dropped in place, only requiring adding links to the appropriate existing pages to be able to navigate to the new pages.
 - Database driven website – If more interactive features or database access is required in the future, all of the html can be reused in aspx pages of an asp.net site.
- Access Database
 - If the Access database is outgrown, it can easily be imported in SQL Server to handle all database needs.
 - If more advanced user interfaces are needed, a custom application can be written to use the data in the database instead of using the Access forms.

3.3. Limitations and Exclusions

This project only includes the software that is developed for the two applications. It does not include any hardware or 3rd party software. It also does not include any ongoing support services once the products have been delivered.

4. Business Context

Continuing improvements for any business must remain a top priority. One way to improve is for management to target competitive advantages while improving overall customer service. Changing this business over to a software database operation from general pen and paper record keeping would do just that. This would increase efficiency for workers and improve customer service at the same time. Another competitive advantage is adding a new and attractive website. Sophisticated and internet savvy clientele are more likely to do business with a company that offers state of the art operations.

4.1. Stakeholder Profiles

Stakeholder	Major Value	Attitudes	Major Interests	Constraints
Owner	increased revenue/ease of workload	Willing to make the upgrade to the grow business	Be more competitive in the marketplace	maximum budget = \$25,000
Employees	Quick access to data/increase efficiency	A little intimidated about learning a new system	Ease of use, quicker, more organized	Must be computer literate

4.2. Project Priorities

Dimension	Driver (state objective)	Constraint (state limits)	Degree of Freedom (state allowable range)
Schedule	Database up and running by 11/16, website complete by 12/1	Latest date database can be completed on is 11/20	Database must include all employee data and reporting functions
Features	Database will manage customer information and Website will contain promotions	SQL can be used if the Access database is outgrown to fulfill all needs of the database	Database must include reporting and appointment features. Website must contain promotions
Quality	Database and Website both must be in working order and ease of use by employees	If there are any bugs they should be corrected before January	90 – 95% of user acceptance should be by 1/01
Staff	The project will have a total of 3 people 1 Database developer 2 Web Designers & Graphics Creator	Total Max Team Size = 10 people	Outsides sources may be used for the project.
Cost	Total budget up to \$25,000	Max budget is \$25,000	Anything over budget is subject to review

4.3. Operating Environment

The environment that the new computer system will be operating in is a small grooming business located in one building. There will not be a need for a wide area network since the network will be contained in one facility. A small local area network will be used to connect the few computers that will be used. Since there is constant dog hair in the environment the computer towers will need to be kept off the ground so they are protected. The employees will need to access the database everyday during work hours. The website will need to be available 24/7 to customers. To protect the data, each employee will have a password so certain areas of data will be protected for only the owner to access.

5. Human Resources

Each member of the team is responsible for their part of the project. Determining who gets to do what part of the project, will be base on how comfortable the person feels using the skills they have acquired through the years. The due date for turning in certain parts of the project will be determined as a group and then be reviewed to see if there are any changes that need to be made

before the actual deadline to be turned in to our professor. If problems arise with a team member, we as a team will try to support and help our team member as best as we can, because we are all in this together. If for some reason the team cannot agree on a discussion of a team member, we will bring in a third party to determine the outcome of the situation.

5.1. Team Charter

Making decisions is never any easy choice for anyone to make. However, as a team we will be voting to decide what the best approach will be for the team. In order to be fair and not play favorites, each team member will present arguments explaining why the team should use their ideas or examples. Being allowed to hear what each team member has to say will be fair and not exclude any team member, thinking that their ideas or responses don't matter. The team leader will be the one submitting the deliverables throughout the semester. The hard part of working in a team is sometimes a member doesn't do their share of the work, leaving the rest of the team to pick up the pieces. In most cases situations beyond our control happens and if this happens we should be able to understand and be able to make arrangements to work it out. On the other hand if a team member fails to submit their part of the project and doesn't respond to e-mails from other team members, doesn't send out an e-mail to inform the team members of their current situation, the team can decide to move forward without the other team member. They will have to explain why they should be given another chance, if the team feels like the other member will do this again, they will be removed from the team and be expected to do their own project. The purpose of this is once we get more in depth in the project, we don't want members dragging the team down every week.

5.2. Technical Skills and Attributes

Name	Skills	Attributes
Christopher Heebink	Data Base Development	Programming & Database Design
Jesse Gonzales	Web Designer, Graphics Creator	Knows HTML, Photoshop & Flash
Melissa Vogrin	Web Designer, Graphics Creator	Knows HTML & Adobe Illustrator

5.3. Roles and Responsibilities

Name	Role	Responsibilities
Christopher Heebink	Team Leader	Will make sure that everyone is doing their share of the work and to review assignments before being turned in.
Jesse Gonzales	Web Designer	Making sure that the web site is up and running.
Melissa Vogrin	Web Designer	Making sure that the web site is up and running.

5.4. Communication Strategies

The team will be using e-mail to communicate with one another. In most cases when the team has more to discuss we will be using Franklin Live. If Franklin Live is being used, the team will also be able to use the chat rooms that are provided by Franklin. We can also use IM such as Yahoo or so forth. If we need to meet more than once, there will be an e-mail sent or be announced in our chat meeting. We can then determine when the best time to meet again is best for all team members. The response time is as soon as you can or by the end of the day.

6. Project Management

Setting up a schedule will involve every member of the team. We will need to break down certain parts of the project to determine when certain items will be due and presented. This will also depend upon the professor, if he makes any changes to the project of when they are due. If these due dates are changed, then the team will make arrangements to either work on the project more and improve or go ahead and move forward to the next part of the project.

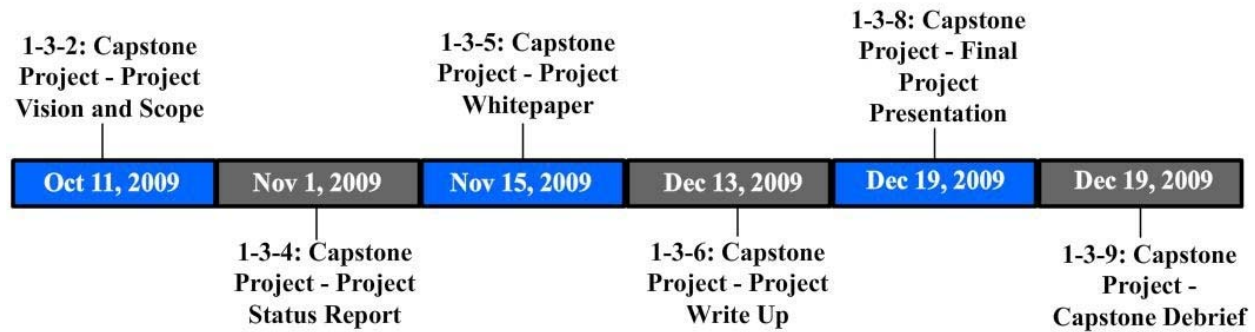
6.1. Deliverables

Depending on what the customer and the professor are asking for we can then deliver. Our team will not be turning in unfinished portions of the project without the approval of each team member. If there is a team member that feels the portion of the project should be better detailed, then as a whole the team will look into and make adjustments to the project. Once all team members agree on the quality of the project, then it will be available to be distributed to everyone. Each team member will receive the project either by e-mail or by visiting the link provided.

6.2. Dependencies

Each week our team will be working on part of the project. At the end of the week that portion of the project will have to be turned in to be graded by our professor and look over the comments or suggestions that he made for us. If we fail to complete the portion of the project every week, then we can't move on to the next level of the project. In order to complete every part of the project we have to start at point "A" and continue until we reach point "B". If we reach these points we know that we are on track and we can complete our project in time.

6.3. Schedule



7. Educational/Program Outcomes

As our education is nearing its end, we will take everything we learned from previous classes and add those skills into this project. Each team member has their own personal skill that they are bringing to the table. Each member will have their own part to play in when it comes to the project. We will not get separate grades but all of the team members will get the same grade. If the grade the team gets is not what the team wanted then the team will have to sit down and re-think the process to make sure that next time the grade is better. Our project will be evaluated based on certain guidelines that we must follow. If we don't follow these guidelines, then our grade will not be as high as it should be.

7.1. General Education

No one is a stranger when it comes to working in groups, especially here at Franklin. We have all done it and to make it this far, we have had success in doing it. Our group is bringing something new to the table from previous past experiences and we will take these experiences and use them in a good way. We are aware of what is expected in our groups to complete the work and also when we demonstrate to an audience of the finished product.

All of us have worked in groups in the past and we know that problems come up. Even in our regular jobs we must put on our thinking hats to solve problems that come up or are put on our desks that need to be solved by a certain time. We will use the skills that we have learned either here at Franklin or skills that we learned on our own. Taking everything that we have learned throughout the years will hopefully be enough to complete the goals that we set for ourselves.

7.2. Information Technology

As for the project we will be creating the web page from scratch, along with the database. So we can include the MIS, Security and the Systems Administration. The reason we are going to use these three is 1) since we are going to develop the website, we have to organize and shape out the website on how it's going to look and what will be included on the site. 2) Given that, we are creating a website for the project we have to have a server that will be hosting the web site. This is where the Systems Administration comes to play. For the third one, since we are going to have the customer's

information in a database we have to have security to protect the information. We don't want hackers hacking in and stealing their information that can be used as their own. Once these three techniques are set in motion, they will play a big part on how the business is handled. Each one cannot run without the other. The success is based upon each other.

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