

Bayside Bicycles – Detailed System Description

You are Andrew Rogers, the owner of Bayside Bicycles. You have provided SS Consulting with the following project brief:

My name is Andrew Rogers, and I am the owner of Bayside Bicycles. It is a successful bicycle retail and repair business, and has been providing bike rentals on a limited basis. VicTourism and Get Fit Victoria have just started a very successful joint advertising campaign highlighting the fun and fitness benefits of bike riding, which has resulted in a dramatic increase in the rental side of my business. I have a system to manage the sales and repair side of business, which I am very happy with. However, the manual system we are using to manage the rentals is not coping with the increase in the rentals side of the business. I would like an IT system to deal with this aspect.

I would like to automate the booking process, so that customers can make a booking on-line via a web site. I also want a system for the bike service process so that the rental bikes are always serviced on time, and we know exactly what is available for rental. I would also like to start some sort of reward system for repeat customers, and would like reports on things like profitability, peak periods, etc.

You have thought further about what you would require and you are going to discuss the following information with SS Consulting during your first interview:

Client persona to be adopted during interview: _____

Bayside Bicycles has a successful bicycle retail and repair business, and have been providing bike rentals on a limited basis. VicTourism and Get Fit Victoria have just started a very successful joint advertising campaign highlighting the fun and fitness benefits of bike riding, and this has resulted in a dramatic increase in the rental side of the business. We have a system we are very happy with to manage the sales and repair side of the business, but the manual system currently being used to manage the rentals is not coping with the increase in the rentals side of the business, and we would like an IT system to deal with this aspect.

We provide a range of rental bikes that includes different types of men, women and children's bikes, and we also provide a range of accessories such as helmets, repair kits, etc. for rent.

Currently people either ring or walk into the store to make a booking, and the rental details are recorded on a form (see attached form) and put in the Bookings folder in booking date then surname order. Unfortunately, they are often misfiled and you have to search through the whole folder to find a booking. This is proving to be very inefficient especially during busy times. Also, when employees are busy they often do not record all the required information, and their writing is sometimes impossible to read. Another problem is the form does not capture all the information required, so we just write whatever we need on there. We also have no way of tracking the availability or condition of the rental bikes and this is making the rental process difficult, as sometimes people walk in and it looks like there are a whole lot of bikes available, but actually none are available. Sometimes they are being repaired or serviced, and at other times we have just mucked up our availability records.

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We want a system to manage bike rentals and returns, availability status and condition of the bikes and accessories. We really want our customers to book their rental bike and accessories in advance over the website to ensure that bikes are available and keep our customers happy. If a bike is not available we want them to go on to a waiting list. They should be able to cancel or modify their booking. At the moment we do not have any cancellation charges. We would also like all the customer and rental information about the booking on-line, including things like types of bikes, the different rates for the different bikes, the different deals and promotions, the repeat customers rewards system, etc. The customers would have to be able to see if the type of bike they want is available. The system has to leave at least an hour between the booking of a particular bike type, to give us time to make the bike available again after it comes back from a customer. We also always need at least one bike spare for any given time slot to ensure that we cater for bikes coming back damaged, or customers coming back late.

We would really like the system to notify our customers via SMS a short time before pickup and drop off. To make it easier we want our staff to use the same booking system for customers who don't book in advance but just walk in or ring.

We would also like system to automatically calculate the total amount due based on all the rental information – what is being rented, deals, discounts, insurance taken if any – type of insurance.

We also want to keep track of damage when the bikes and accessories are returned so that we can charge the customers, get the bike repaired, and remove damaged accessories from the rental pool.

We would like to do a range of reporting:

- popular days / times for rentals
- profitability
- most popular accessories, etc.
- which country most of our tourist customers come from, so that we can have different languages on our website
- unmet demand with bookings because bikes have not been available

We are also considering expanding and having a number of locations along the bay, in addition to the St. Kilda location, where clients can pick up and drop off the rental bikes – possibly Hampton, Mordialloc and Frankston.