

Montreal Central Station Development (MCSD)

ECSE 326 - FALL 2018

Business Proposal By

SomeName Systems

Group 10

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I. Vision Statement

For Montreal Central Station Development Company

Who looks to increase user satisfaction with the service they provide

The Montreal Central Station app **Is** an application

That will tailor to a user's needs and preferences

Unlike a simple billboard, sign, or poster on the train station can inform a specific group of people depending on their preferences

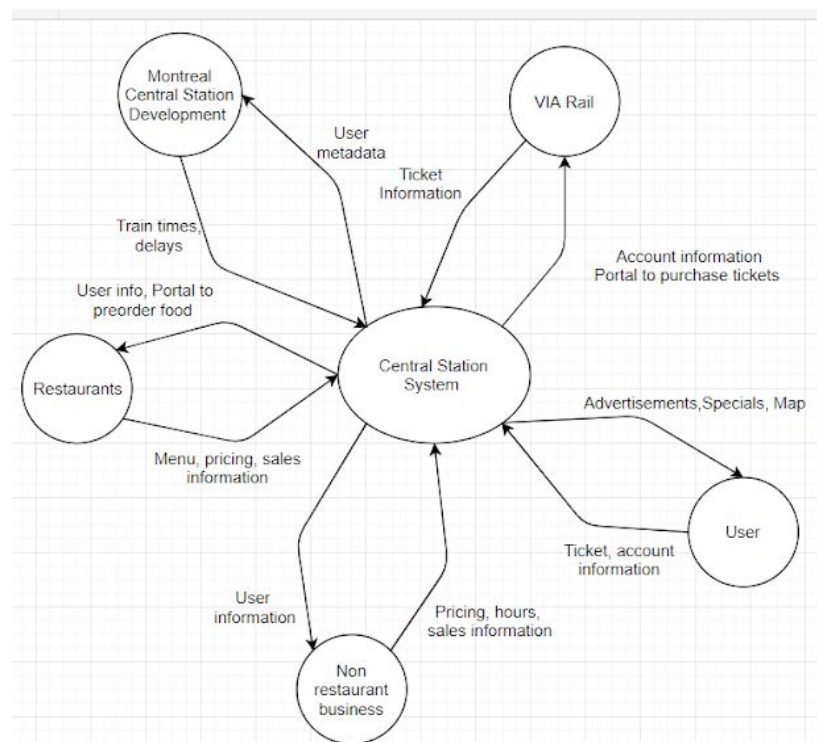
Our Product will inform users anywhere in the world of train delays, route changes, as well as possible services they might be interested in.

II. Scope of Project

(2-3 paragraphs including context diagram)

Our system is a hub of information that will interact with several other mechanisms. Train tickets will not be purchased on our platform, instead a portal will lead the user to VIA Rail's website to purchase train tickets. VIA rail will share ticket information with our application as well, allowing tickets purchased with a User's account information appear in a list of the user's trips. The user can also take a picture of their ticket and will be added to their trips, just as one purchased online. The train schedule and delays are received from Montreal Central Station Development, which will be displayed in app. Delay updates will be sent as a push notification to a user who has a ticket for the delayed train.

Our system will also allows users to pre-order food from restaurants in the station, to help shorten lines. In order to notify our users of sales and events at restaurants and businesses in the station, there will be a portion of the app that displays them. Through a user's interactions with our system, the advertisements and notifications displayed will be tailored to their tastes.



III. Business Requirements

Goals/business requirements of the CEO and CTO (a few well-structured requirement statements)

The system shall provide the departure location and time of trips targeted to customers.

The system shall show the user current deals set by the businesses that are most likely to interest the user.

The system shall display delays or lane changes for departing trains.

The system shall provide information about a business's sales and specials.

The system shall build a profile for each user to improve his experience at the train station.

The system shall provide a map of the station to the user.

IV. Stakeholders

Brief description of the stakeholders (a few sentences for each stakeholder) including values from two to three top-level human value categories.

Restaurant owners: They are people who run third party restaurants in the station. They aim to make wealth, social recognition and healthy food through the restaurants.

Shop owners: They sell products that passengers may need during the trip such as sleeping pillow, notebooks, pencils etc. Their top-level values are wealth and success.

Security Staff: Security staff provides safety to all visitors in the station. They make sure that no criminal activities happen inside the station and no one gets on the train without a ticket. Their top-level human values are "equality", "national security" and "helpful".

Via Rail: Via Rail is a Crown Corporation that provides intercity train connections in Canada. Customers going to other cities buy tickets from them. Their top-level human values include: preserving their public image, and being responsible and helpful, and finally to be successful. Though they are a public company they still want to be a successful transport company, which means providing a great service at a reasonable cost.

Montreal Central Station Development Company: This company operates the train station on behalf of the other business in the station. They are commissioning the development of a software system that optimizes user's experience in the station. It's values are loyalty to the companies it works for and is funded by, including the reciprocation of favors to them, and preserving its wealth and authority by carrying out its mandate to improve their business. Finally it values achievement and influence, since it is working to innovate new ways to improve the central station businesses through a novel software system that would be a first of its kind.

Somename Systems: This company is hired by the Montreal Central Station Development Company to design a software system that can enhance the user's experience at the Montreal train station. Some of their main objectives are social recognition, wealth, and providing help to the public.

V. Personas

Description of the users of the system in the form of personas (one per team member – each team member must individually take responsibility for one persona)

Jim the Suburb Office Commuter



alamy stock photo

"The shovel was a groundbreaking invention."

Age: 42
Work: Accountant Manager
Family: Married, 3 kids.
Location: Montreal Suburb
Character: Flat

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Reach his destination as quickly as possible
- Enjoy his coffee on his way to work
- Read the newspaper and check the market and stocks

Frustrations

- Long lines at the coffee place might cause him to miss the train
- Train delays could cause him to miss his morning meetings

Bio

Jim is a dedicated father. He wakes up every day at 6:00AM sharp, goes for a jog with his golden retriever and comes back home to eat breakfast with his wife and kids. Jim is then dropped off at the train station sharply at 7:35AM by his wife to go work at his office in the city. Jim does not like losing time and is displeased when the train is delayed. At the train station, Jim buys a cup of black coffee as well as the morning's newspaper to read it on the ride to work. Jim also enjoys bringing back surprise gifts to his wife and kids and stops to buy something on his way back home from work.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers

FAKE FAKE FAKE

Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

- By Jules Boulay

Tom The Traveler



"ready for a new adventure"

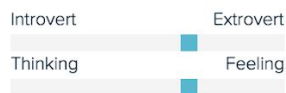
Age: 25

Work: Product Design

Family: Single

Location: Toronto

Personality



Goals

- Wants to see lots of cool places.
- Wants to take beautiful photos.
- Wants to enjoy his life.

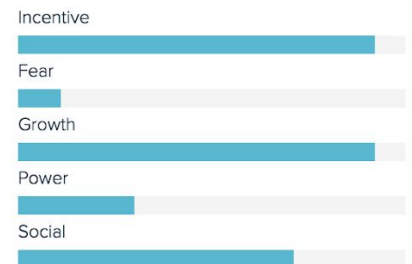
Frustrations

- Spending money
- Being bored during layovers

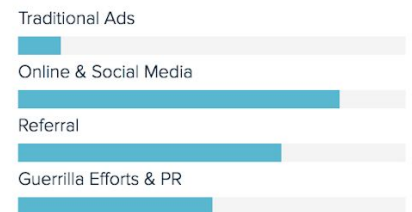
Bio

Tom is 25 years old and lives in Toronto. He works for a product design firm in downtown Toronto where he usually works 5 days a week. While he has a good job, he lives in an expensive city and is still young so he is fairly price sensitive and tries to budget to afford trips and experiences. He has a passion for photography and likes photographing nature. Throughout the year Tom takes small trips to different places in Canada. Many of his trips are to smaller cities and towns that require layovers at stations so he can switch trains. He is quite picky and eats only bland food so he normally packs his own lunch for work and for trips. He is fairly experienced at using trains to travel and he normally has only a backpack and a small duffle bag which allows him to be comfortable on his journeys.

Motivation

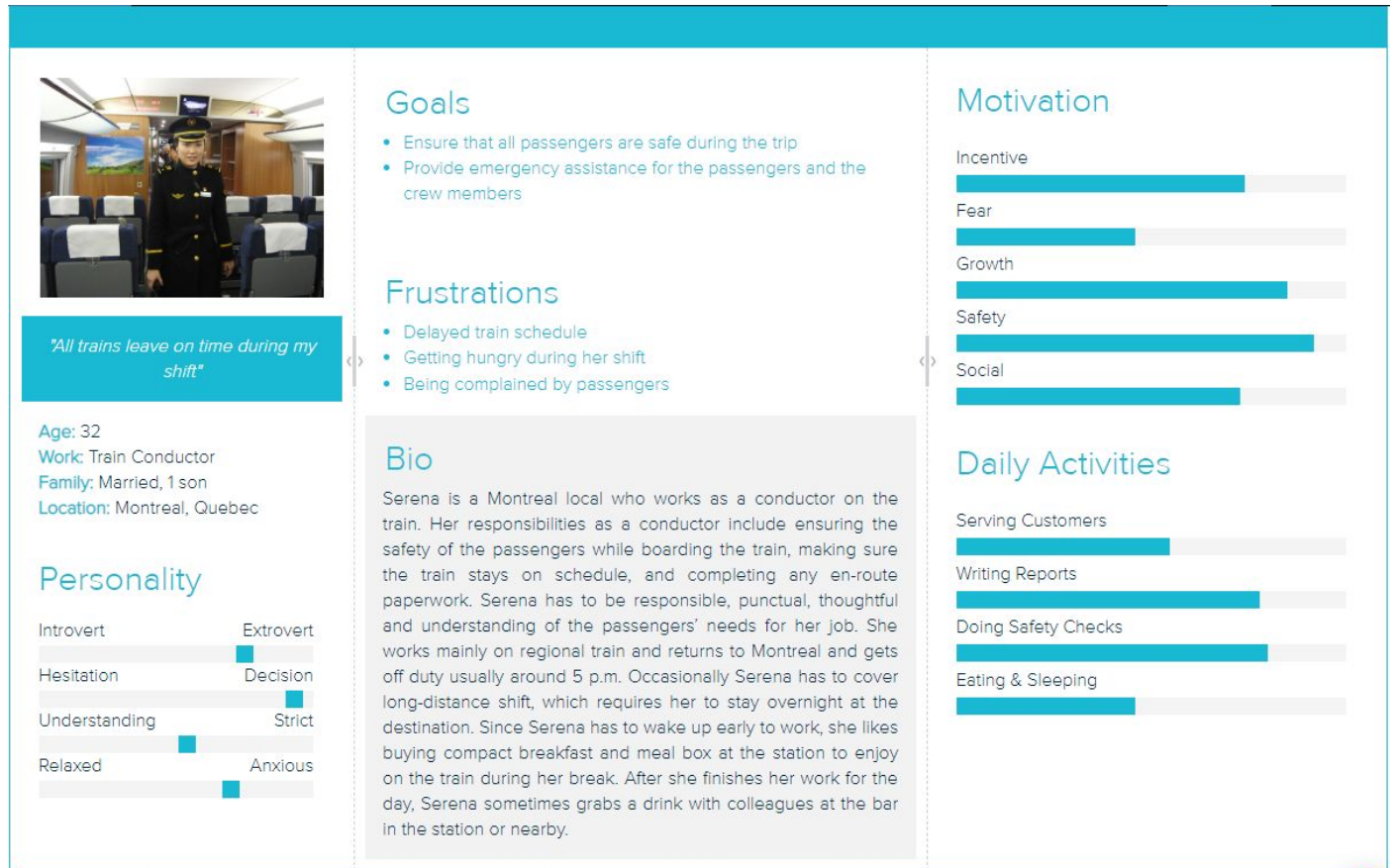


Preferred Channels



-by Jacob McConnell

(image from https://i.ytimg.com/vi/Df_BjOaAp68/maxresdefault.jpg)



- By Edgar Chang

John the Ticket Seller



"Why so many people still use trains?"

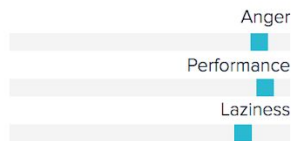
Age: 32

Work: Ticket Seller

Family: Single

Location: Montreal

Personality



Goals

- Help people buy tickets.
- Less people less work more youtube time.
- Buy bigger TV.

Anger Points

- He doesn't like people ask him for directions.
- He can't stand people who wants to return the bought ticket.

Bio

John is single 32 years old man. He works at the ticket office in Montreal train station as a ticket seller for 10 years. He hardly wakes up at 5 am, puts on his work uniform then takes his car to rush to the work. John likes to sleep a lot and too lazy to prepare breakfast in the morning. He arrives work at 5.30 am, sits down to his classic favourite cafe eats breakfast until 6 am. His shift starts at 6 am. He sells train tickets all day long, watches funny youtube videos at work while there is no customer. He has a restaurant schedule for each work day, eats lunch at different restaurants depending on the day. He buys snacks every two hours. When his shift is over he goes home lays down to his favourite couch and watches his TV shows. Sleeps at 9 pm to get his sleep.

Performance

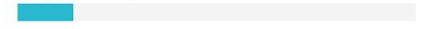
Selling Tickets



Handling Customers



Helping Customers



Eating



Daily Activities

Sell Tickets



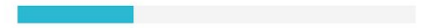
Watch youtube videos and TV



Sleep



Eat



by Ege Odaci

Billy the Child by Aleks Murauskas



"I like Trains."

Age: 11

Work: Middle school student

Family: Mother, Father

Location: Montreal, Quebec

Personality



Goals

- He would like to travel as quickly so he as much as possible with each parent
- Bridge the gap between his parents so the divorce can be amicable as possible
- Find new friends in Toronto

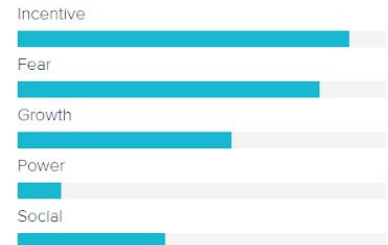
Anger Points

- Shy and afraid to interact with too many strangers
- Concerned of getting lost
- Dislikes being talked down to like a child

Bio

Since his mother and father divorced three years ago, he now splits his time between Toronto with his mother, and Montreal with his father. His parents have decided that he is now old enough to make the trip from city to city himself. He has made the journey with a parent before, but he has never done so alone. While he is excited for the new responsibility, he is also concerned that he may get lost or make a mistake that causes a large delay.

Travelling Performance



Typical Activities

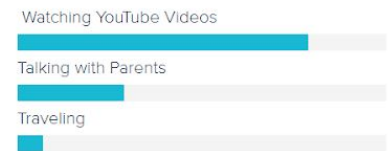


Photo link:

https://xtensio.blob.core.windows.net/images/big/1kxia97h/_SYEuhuXBUyQJEmcKMqG_w.jpg

Saad The Student - Fouad El Bitar



"Cant wait to be done with this work so I can go to that concert".

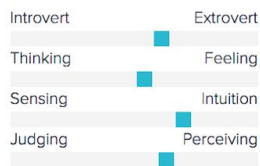
Age: 20

Work: University Student

Relationship Status: Dating

Location: Montreal, Quebec

Personality



Goals

- Making it to the train on time
- Getting some work done on the train
- Listening to his girlfriend

Frustrations

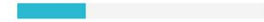
- People talking loudly on the train distracts him from getting his work done
- Arriving late and having to search the screens for the train dock amidst the crowd
- Being alone on the train is boring
- Wifi not working on the train

Bio

Saad is a 3rd year student living in downtown Montreal studying economics at McGill University. He tries to wake up early during the week to go to class but tends to leave if the class happens to be boring. Stressed from the student loans he works at a part time job as a referee for intramural sports and when he is not working he is studying for his degree. During the semester Saad's family misses him so he takes a train back to Toronto to spend the weekend. Saad also loves going to the gym and spending time with his friends.

Performance

Navigating the Central Station Stores



Travel Experience



Catching the Desired Train



Typical Activities

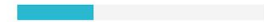
Studying/Assignments



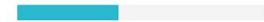
Social Media and Texting



Sleeping



Watching TV Shows



- By Fouad El Bitar