

## **Requirement analysis; from the excel spreadsheets**

**Entities:** Is the object that is set up for the attributes e.g. entities for a hospital management system can be: Patients, Staff, Rooms, Medicines, Treatments etc.

**Attributes:** Attributes are the details within the entities that describe their characteristics e.g. attributes for entity Patient can be first name, surname, age, dob, address etc.

### **Autonix visitor System Sign In (Title)**

Check-in (Date & time), Check-in Type, Name , Phone , Email , Department , ID number ,  
Check out (Date & time), Duration

### **Attendee summary report (Title)**

Order ID, Order Date, Attendee status, First name, surname, email, Event name, Ticket Quantity,  
Ticket type, Ticket price, Buyer first name, Buyer last name, Buyer email, currency

### **Hubsport-CRM founding members (Title)**

Record ID, First name, Last name, Email, Membership status, Join date, Expiry date, Street  
address, Waiting list

### **Mailchimp campaign members (Title)**

Email address, First name, Last name, Address, Phone Number, Birthday, Website, Link to your  
video on YouTube / Vimeo, Password to view video (if password-protected), How did you hear  
about us?, Tick here if you'd like to join our mailing list, Access needs/ requirements, Member  
Rating, Opens

### **Mailchimp cleaned email audience (Title)**

Email address, First name, Last name, Address, Phone number, Birthday, Website, Video Link,  
password (if password protected), Access needs/ requirements, Member Rating, OPTIN Time,  
OPTIN IP, Confirm time, Confirm IP, Latitude, longitude, GMTOFF, DSTOFF, Timezone, CC,  
Region, Clean Time, Clean Campaign Title, Clean Campaign ID, LEID, EUID, Notes, Tags

### **Mailchimp subscribed email audience (Title)**

Email address, first name, Last name, Address, Phone number, Birthday, Website, Video Link,  
password (if password protected), Access needs/ requirements, Member Rating, OPTIN Time,  
OPTIN IP, Confirm time, Confirm IP, Latitude, longitude, GMTOFF, DSTOFF, Timezone, CC,  
Region, Clean Time, Clean Campaign Title, Clean Campaign ID, LEID, EUID, Notes, Tags

## **Mailchimp unsubscribed email audience**

Email address, First name, Last name, Address, Phone number, Birthday, Website, Video Link, password (if password protected), Access needs/ requirements, Member Rating, OPTIN Time, OPTIN IP, Confirm time, Confirm IP, Latitude, longitude, GMTOFF, DSTOFF, Timezone, CC, Region, Clean Time, Clean Campaign Title, Clean Campaign ID, LEID, EUID, Notes, Tags

### List of questions

#### **General Usage Patterns**

1. What are the overall patterns of members' use of the space over time?
2. Which days of the week see the highest member attendance?
3. What times of day are the busiest?
4. How do usage patterns vary between weekdays and weekends?
5. Are there any seasonal variations in space usage?

#### **Individual Member Usage**

1. When are individual members visiting the space most frequently?
2. Can we track if a particular member's attendance has changed over time?
3. Has a member's usage increased significantly, indicating higher engagement?
4. Has a member been absent for an extended period, suggesting possible attrition risk?
5. Can we generate alerts for unusual changes in individual member attendance patterns?

#### **Event Participation and Interests**

1. What types of events are members most interested in (e.g., wellbeing, citizenship, making activities)?
2. Can we use a system of tags to track areas of interest for members?
3. How many events has each member attended within a specific period?
4. Which events have the highest attendance rates?
5. Can we identify trends in event participation among different member segments?
6. How do event interests correlate with members' overall engagement and space usage?

#### **Audience Segmentation and Personalization**

1. Can we segment potential members based on their interests and interactions before joining?
2. How effective are our current acquisition strategies based on engagement data?
3. What is the average volume of digital engagements before converting to membership?
4. Can we track and respond to potential members' interests more effectively?
5. How can we personalize communication with members based on their segmented interests?

### **Space Utilisation and Capacity Planning**

1. What is the average capacity utilisation of the space at different times?
2. How can we optimise workspace allocation to ensure a dynamic and integrated community?
3. Are there specific areas within the space that are underutilised?
4. How can we avoid having segregated areas and promote mixing of different disciplines?
5. How can we back up our capacity estimates with data for future planning?

### **Reporting and Data Integration**

1. Can we generate detailed reports on student member activity for organisational members like ARU?
2. Can we automate data entry processes and report generation to reduce manual efforts?
3. How easily can we pull reports from the CRM that provide the necessary insights?
4. Are there any data integrity issues we need to address during integration?

### **User Journey and Acquisition**

1. How can we better track potential members' interactions before they join?
2. What tools can help us gather useful data on digital engagements?
3. What additional insights can tools like Mouseflow and Hotjar provide to improve user engagement?