

Personal Portfolio

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Group Number: 15

Bitbucket: <https://bitbucket.org/ifb299group15/>

Artefact 1

ROI Analysis for Pinelands Music School

The ROI for this project was based on the tangible benefits that would come from the development of a website for a business of this type. The business being a music school and having little to no online presence allowed for a very black and white analysis of the business. The lack of financial figures available as to what the budget available for this project was, did result in certain limitations when it came to a further and more in-depth analysis of this projects feasibility and return of investment, as well as accuracy. However due to the significance of these changes that would be made and what they would result in the ROI is still a more than reliable source of assessment for the project, for both client and developers.

Prior to the commencement of the development of this project there was no website or online booking system in place. All bookings and information were done direct contact with the music school. This addressed the first tangible benefit being time saved, time was in fact saved in a wide range of areas. As booking would now be online the booking work would be done from the front-end by the user whom would select the preferred time and then for that booking to be computed it would now be done all through an automated system. This automated computer system also results in a reduced number of errors this reduction in errors comes down to there being less human interaction and therefore less human error, to reiterate less errors results in less time spent resolving those apparent errors. As the booking and contact was done through either email or phone call this was a rather lengthy process especially in comparison to the devised website solution for the music school. More online resources and abilities will result in not only a reduction in the number of customer service calls but out of those remaining customer service calls still being made majority of them will be shorter timed calls.

The lack of information available unless otherwise contacting the business is resulting in a loss of customers. The available bookings as well as pricings need be communicated over the phone which can be both a lengthy and difficult process. The use of an online booking system allows for users to have not only the pricings in front of them but also all the available class bookings laid out in front of them rather than a verbal communication of that information.

The current outreach of the existing business is very limited as there is little to no online presence which removes the music school from such a large market of customers. Simply by going online the outreach is far greater, such a large increase in the market and number of people reached will boost bookings and in turn income generated. More customers, results in more referrals, more bookings and a greater cash flow running through the business.

The overall investment will result in a net gain with one of the main areas affected being the amount of time saved, this time saved then converts into a monetary value as there is both less time to be “paid” for as well as the time that will be taken with the implementation of this being significantly more cost-effective. The return of this investment after careful assessment should be seen within a 3 year time span. The reason a 3 year time span has been used for this analysis is because majority of technology and systems will become obsolete after this particular time frame.

There are also a number of intangible benefits that will later translate into financial benefits for the business due to the capabilities they provide. These include:

- Significant increases in customer satisfactions
- The well-developed user interface will result in increased usability which then leads to increased sales within the business
- Overall an increased user satisfaction with the new way the business will run with it being significantly more time and cost-effective as well as efficient
- Improvements through the automated business processes that the new system supports and enables unlike what was available prior to
- Information is more accessible, accurate and faster by means of real-time updates and user facing general pricings etc.
- Analytical solutions significantly improved
- Online data allows for greater amounts of data to be collected that is more accurate and all of this can be done more efficiently resulting in vastly greater forecasting for the business
- Businesses increase ability to offer improved customer service and support
- New systems in place enable better controls to improve data input accuracy
- The use of improved software vendor support and service, improved communications, better knowledge of software, system set up all results in greater results for the business as a whole

Looking at the business both long and short term the costs of running the business significantly increase by shifting to a virtually online run business apart from the physical lessons themselves. There is less admin work that is required to be done by manual input, if there is manual input required the administrators of the site and system still have access to override the automatic booking systems, contact options, databases, account handling etc. This is once again reiterating the increased productivity and reduction in time to complete tasks, as well as improved system reliability and having less maintenance or fewer problems to resolve.

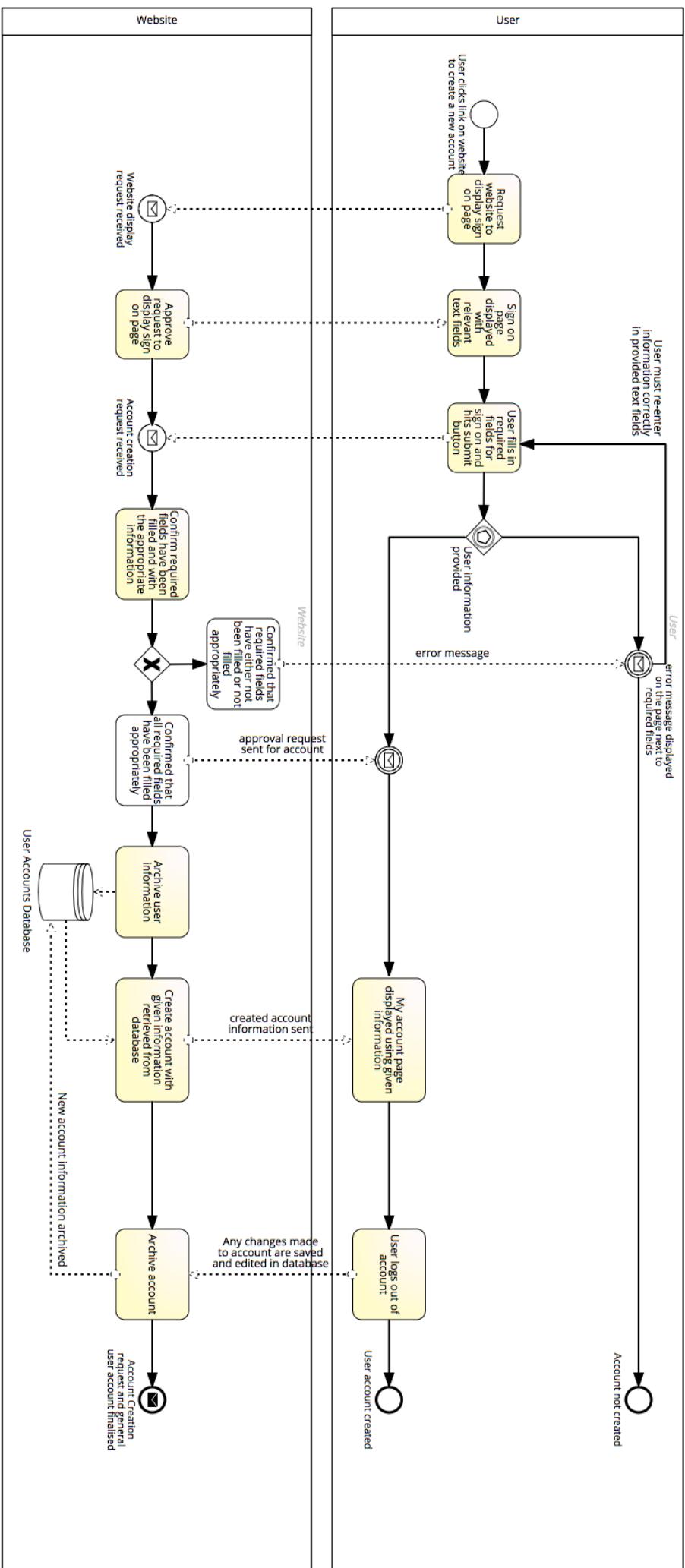
Online payment systems that will be enabled through these changes will minimise the accounting work required. The processing errors of customers payment methods are able to be addressed instantaneously through the site and decreases the risk of any unpaid or overdue fees. Therefore less risk of the business being out of pocket for a customers inability to pay. Another consideration is the reduction in travel online platforms allow for online meetings with both users and staff replacing face-to-face meetings. As well as remote support replacing onsite support accompanied by improved software vendor support resulting in quicker responses and in turn faster fixes.

The return of investment for such a business can be seen financially in its profitability and feasibility, the overall increase in efficiency and usability, the significant increase in risks and errors to list a few. Overall the implementation and development of this project is seen to be a smart investment for the business in its current state, as well as the markets current state. After careful analysis the potential return of investment far outweighs the cost of investment and the risk taken by making such an investment is extremely low. The development of this project proposal can be very reasonably justified by this ROI analysis.

Artefact 2

BPMN 2.0 Model Account Creation Request (Sign Up)

4



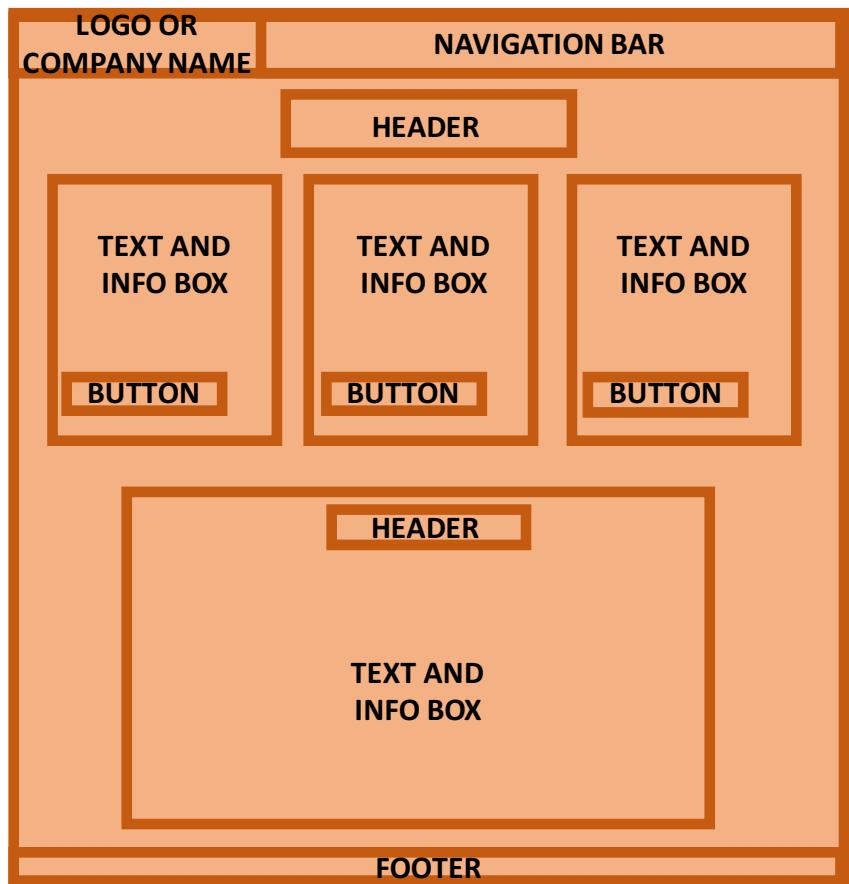
The client's business processes of an account creation request were analysed. This was done to then model an improved version of the business processes, using the BPMN 2.0 process modelling language. The process of an account creation request was previously not done through an online system therefore the new process was a significant change to what was done prior. The process has been modelled in detail using the two swim lanes of what the website/server receives, requests and tasks that are performed through it and then vice versa for the client. For the client to be able to create a new account they must fill in all required fields with the required data this is then checked via the server. If all required fields are successfully filled the account will then be created. However if any data is incorrect or required fields are not filled the account will not be created, an error message will be displayed and the user will have to re-enter the required data. Modelling this process allows for the real world development of the process to be a simpler task as all aspects of what must occur have been pre-defined and outlined. This illustration of the business process also significantly helps in the improvement of the system design.

*no screenshot able to be taken to display this architecture

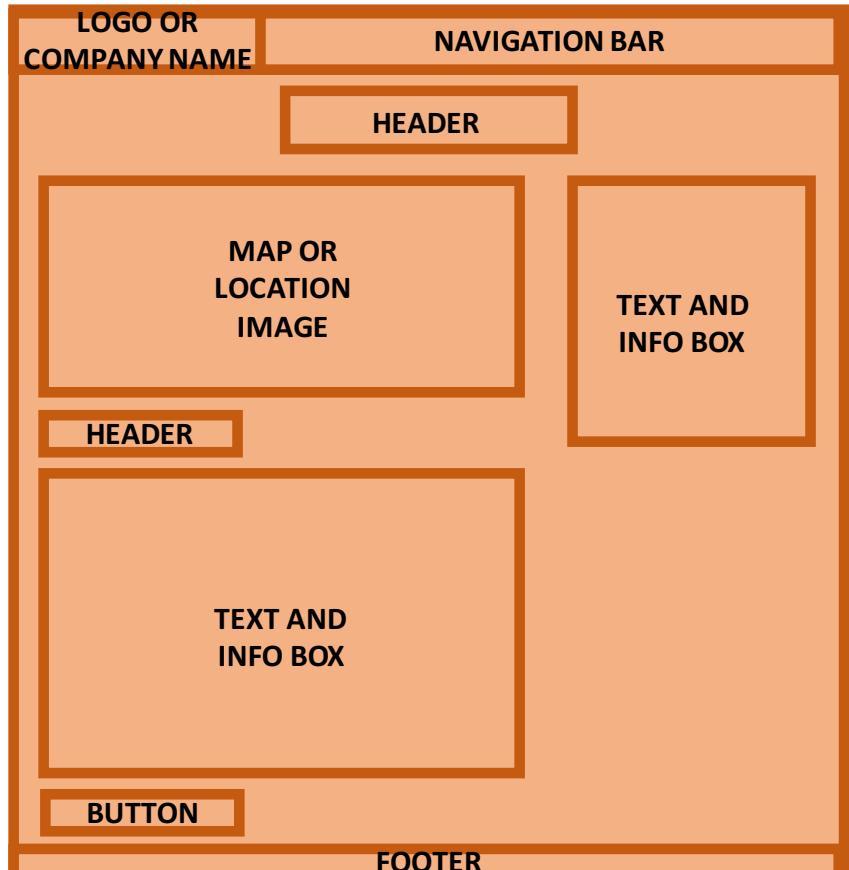
Artefact 3 Mockups and UI Designs

Low Fidelity Designs:

Welcome
Page



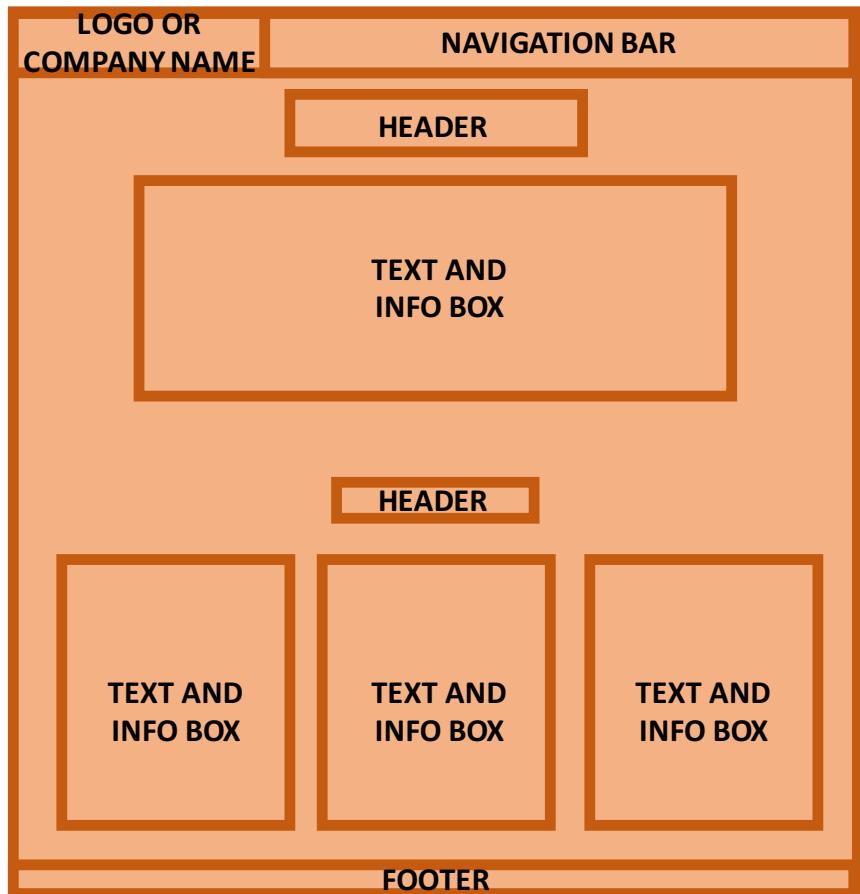
Contact
Page



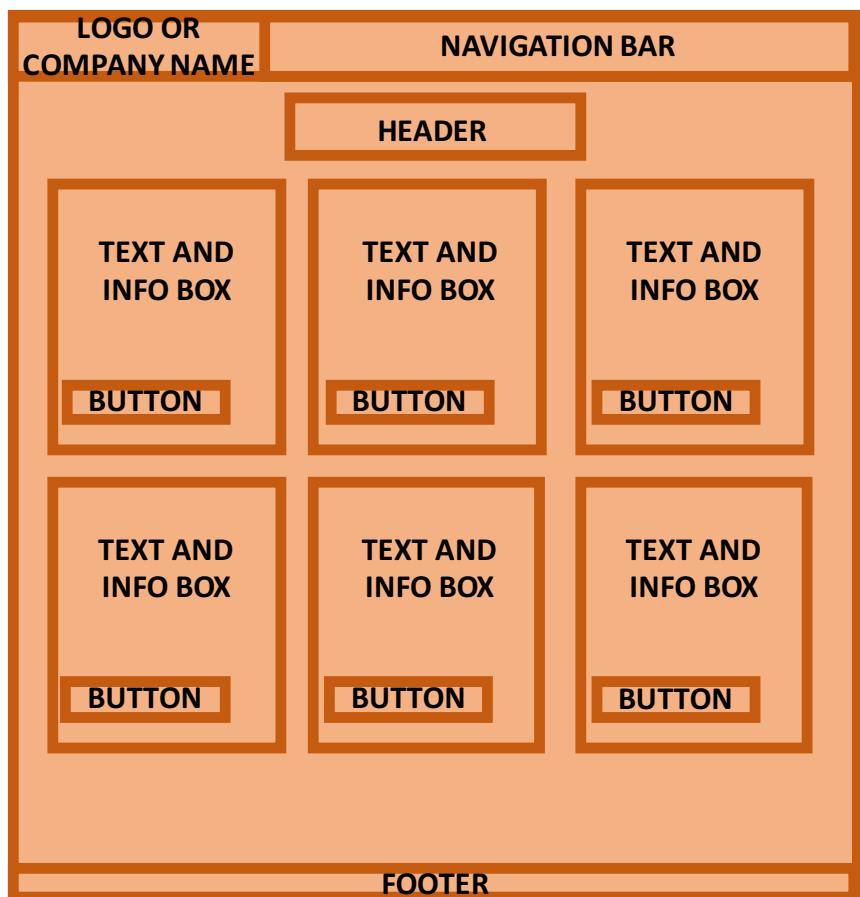
*All of these designs were the framework and base concept for the development of the site as it fulfilled the clients needs and requirements

These designs allow for easier and clearer development processes when further developing the site and are crucial step in the development process

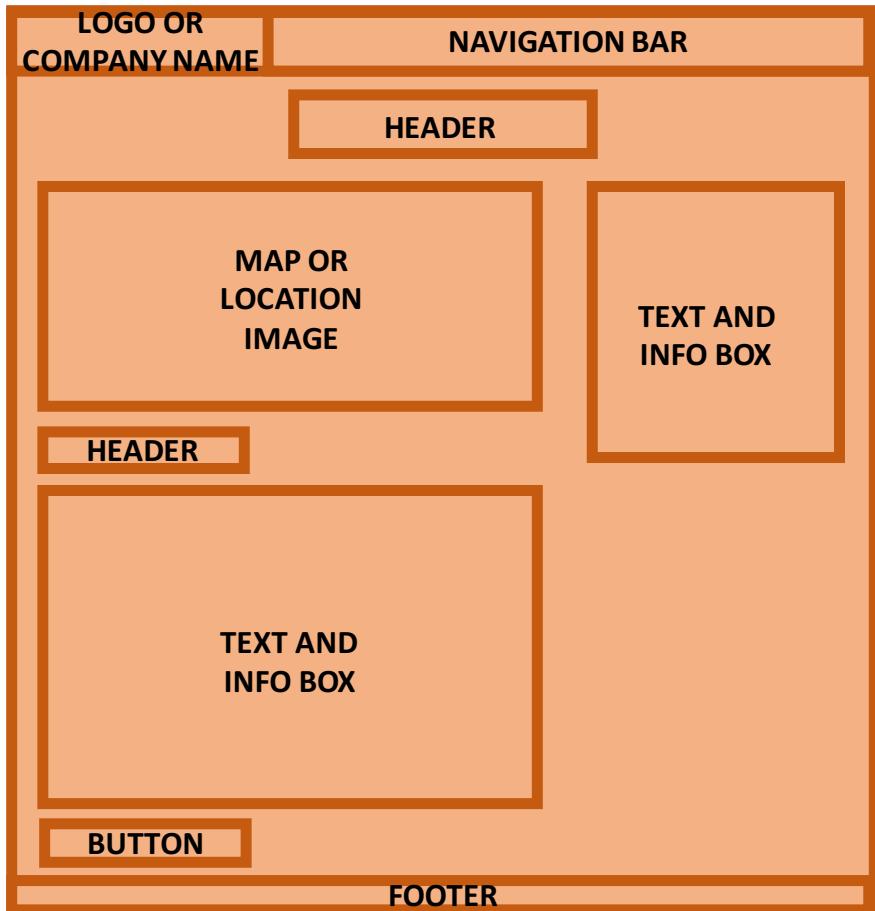
About
Page



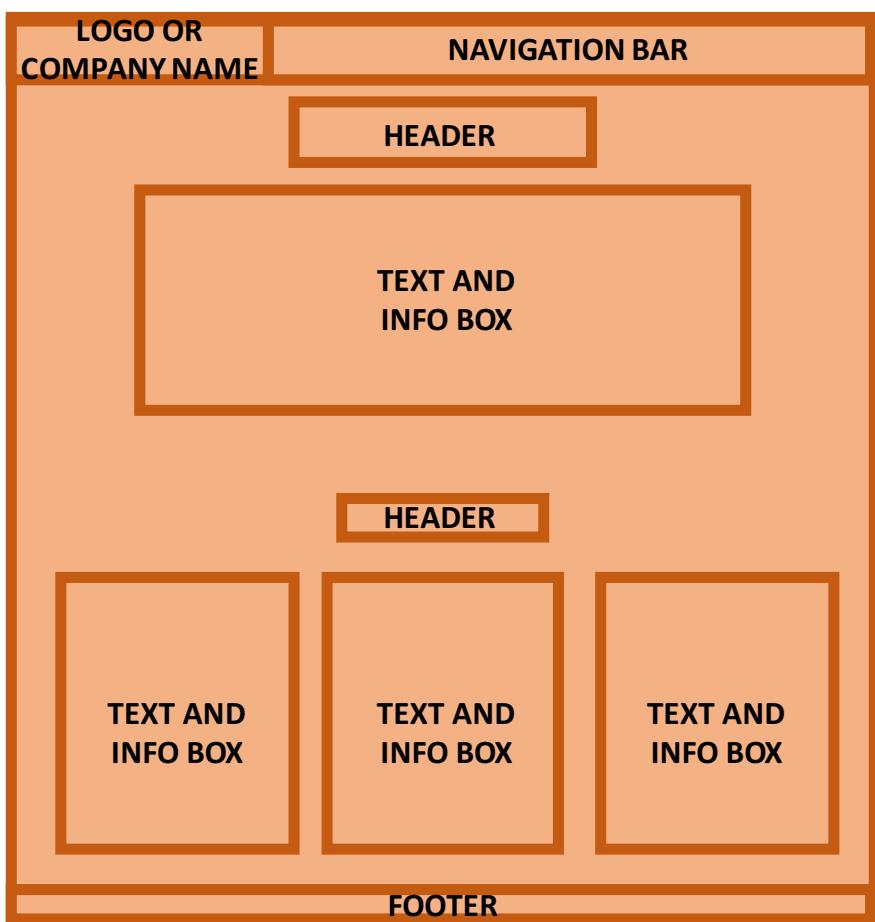
Pricing
Page



Contact
Page



About
Page



High Fidelity Designs:



HOME ABOUT CONTACT PRICING



Navigation Bar Mockup Page Design options



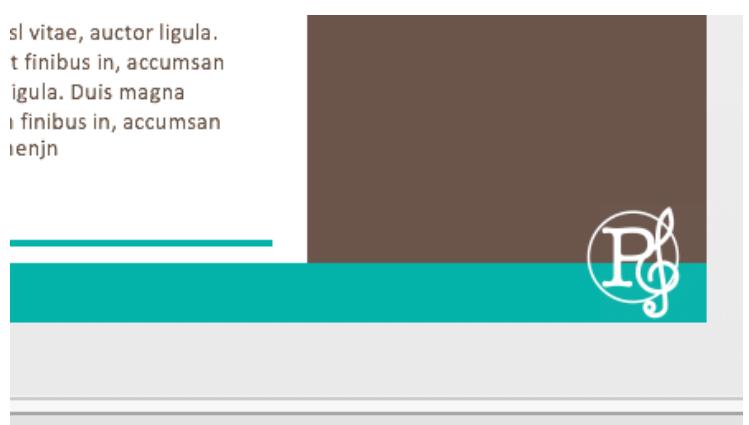
HOME ABOUT CONTACT PRICING



Logo Footer Design option



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Initial Logo Designs



Final Logo Designs



Pricing Page Mockup



HOME ABOUT CONTACT PRICING

REGISTER

LOGIN

LESSON PRICINGS AT A GLANCE

FLUTE

\$34.99
per hour

\$22.99
per half hour

Three Experienced Teachers

Lessons Monday to Friday

LEARN MORE

TRUMPET

\$34.99
per hour

\$22.99
per half hour

Three Experienced Teachers

Lessons Monday to Friday

LEARN MORE

DRUMS

\$34.99
per hour

\$22.99
per half hour

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VIOLIN

\$34.99
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\$22.99
per half hour

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LEARN MORE

CLARINET

\$34.99
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per half hour

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LEARN MORE

PIANO

\$34.99
per hour

\$22.99
per half hour

Three Experienced Teachers

Lessons Monday to Friday

LEARN MORE



HOME ABOUT CONTACT PRICING

REGISTER

LOGIN

Welcome Page Mockup

WELCOME TO THE FAMILY

CARD TITLE

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LEARN MORE

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LEARN MORE

UNLOCK YOUR TRUE MUSICAL POTENTIAL

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Create your Account page Mockup



CREATE YOUR ACCOUNT

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FIRST NAME:

LAST NAME:

CONTACT NUMBER:

E-MAIL:

DATE OF BIRTH:

:

USERNAME:

PASSWORD:

RE-ENTER PASSWORD

I agree. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ornare laoreet felis. Sed id feugiat nisl, in aliquet leo. Sed fringilla ex non dapibus pellentesque. In sed lorem pulvinar, sodales nisl vitae, auctor ligula.

SIGN ME UP

* varied sign me up design options

SIGN ME UP

I agree. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ornare laoreet felis. Sed id feugiat nisl, in aliquet leo. Sed fringilla ex non dapibus pellentesque. In sed lorem pulvinar, sodales nisl vitae, auctor ligula.

Login
Page
Mockup



HOME ABOUT CONTACT PRICING

REGISTER
LOGIN



USERNAME

PASSWORD

LOGIN



HOME ABOUT CONTACT PRICING

REGISTER
LOGIN

Login &
Register Page
Mockup

*further developed



USERNAME

PASSWORD

LOGIN

OR

REGISTER HERE

About Mockup Page

Design options



HOME ABOUT CONTACT PRICING

REGISTER
LOGIN

WANT TO KNOW MORE...

OUR BUSINESS

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OUR TEAM



TEAM MEMBER POSITION

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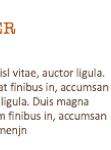
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name@example.com

HOME ABOUT CONTACT PRICING

REGISTER
LOGIN

WANT TO KNOW MORE...

OUR BUSINESS

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OUR TEAM



TEAM MEMBER POSITION

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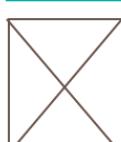
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TEAM MEMBER POSITION

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TEAM MEMBER POSITION

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name@example.com



HOME ABOUT CONTACT PRICING

REGISTER

LOGIN

WELCOME

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HOME ABOUT CONTACT PRICING

REGISTER

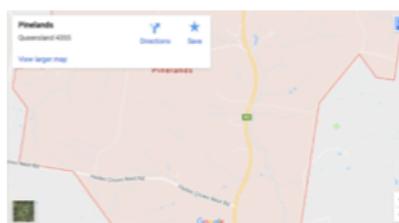
LOGIN

Welcome
Page
Mockup

CONTACT

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FIND
US →
HERE



SEND US A MESSAGE

Full Name:

Contact Number:

Email Address:

Message:

SEND MESSAGE

Contact
Page
Mockup

Designs in use on website

*this was prior to me editing the textual information on this page



Home About Contact Pricing [Register](#) [Login](#)

Lesson Pricing

Paino

\$34.99

per hour

\$22.99

per half hour

Three Experanced Teachers

Lessons Monday to Saturday

[Sign Up!](#)

Paino

\$34.99

per hour

\$22.99

per half hour

Three Experanced Teachers

Lessons Monday to Saturday

[Sign Up!](#)

Paino

\$34.99

per hour

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per half hour

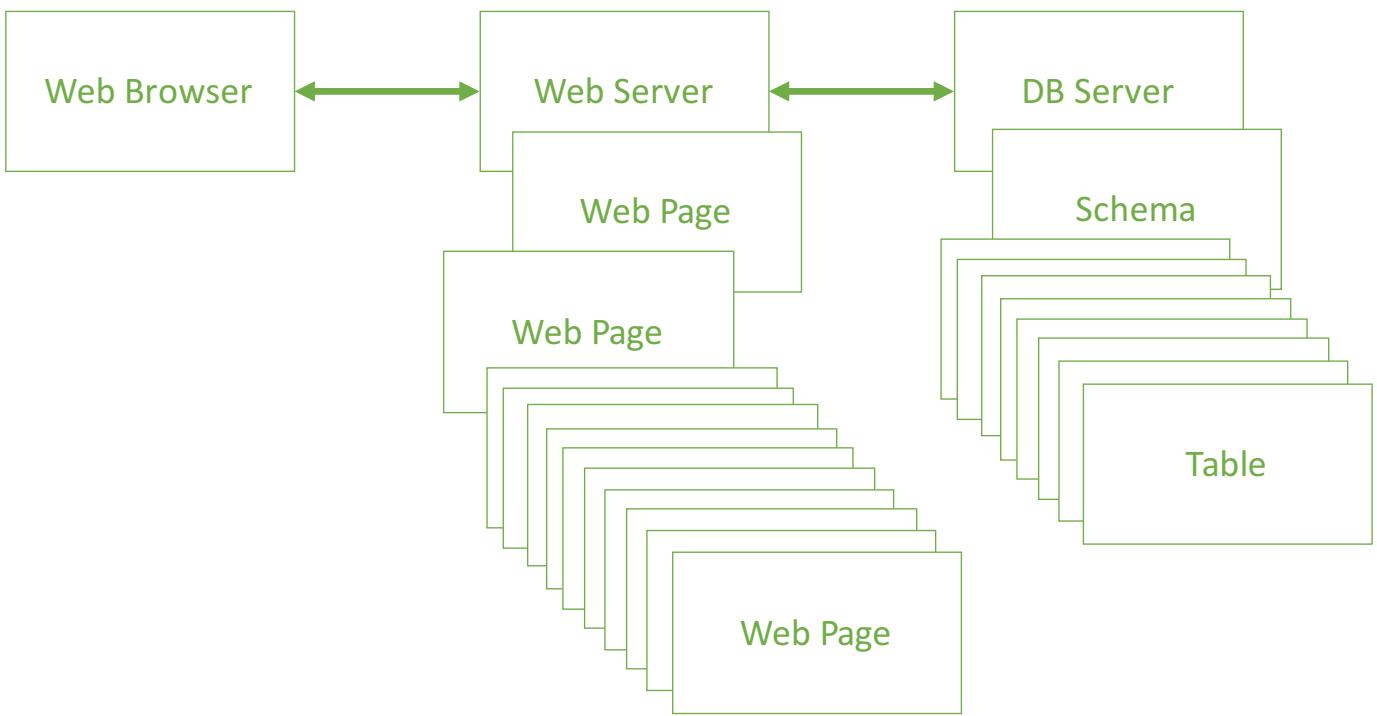
Three Experanced Teachers

Lessons Monday to Saturday

[Sign Up!](#)

Artefact 4

Physical Architecture



This is the physical architecture of the project. This architecture depicts the web pages being retrieved by the web browser from the web server. As clearly depicted there will be 12 or so pages in total at the completion of the site. These web pages are requested by the user through the web browsers navigation menu and the web page that is retrieved is all dependent on selection made in the navigation menu. Data of both the user and the site is archived and retrieved in the respective database, this is all dependent on the selected field in the web page, as requested by the user selections. Once the required data has been retrieved the database server inputs the selected data into the Database Schema. The Database Schema consists of both tables and related fields which are then filled by the necessary data.

Logical Architecture



The logical architecture of this project is a lot simpler in its depiction it simply outlines the front-end being the client facing aspect of the project the User Interface, which is on the web browser. Which then transfers information to and from the web browser as explained in the physical architecture description, to the web server. The Web server for this project is using Django's in-built server as this was the most efficient web server when developing part of our site with Django. When requests are received the server will access the database server for the relevant information (data). In this project the Database server being used is the MySQL on the back-end, as it was the most efficient and reasonable choice when working with Django.

*no screenshot able to be taken to display this architecture

Artefact 5

Development of Website

This artefact is the coding aspect and all the commits made on Bitbucket as I am not overly proficient with code I have stuck to the more basic development. This includes colour and text changes, development of one of the pages, button creations and updating all information on each page frequently.

•	Emily-Jane De...	145c21e	Bookings slight update
•	Emily-Jane De...	f711f35	pricing page updated
•	Emily-Jane De...	45e0fb8	bookings page updated
•	Emily-Jane De...	c53d03d	Minor edits made to about page
•	Michael Bell	497583d	Changed some text alignment, need to figure out how to...
•	Emily-Jane De...	093a386	Updated Contact Page

IFB299 - Group 15 / Music School / Project Code

Commits

All branches ▾	Author	Commit	Message
•	Emily-Jane De...	f1480f6	USER ACCOUNT PAGE CREATION
•	Emily-Jane De...	fe1f828	CONTACT PAGE UPDATED
•	Emily-Jane De...	a61ea85	DASHBOARD UPDATED
•	Emily-Jane De...	19b97e0	INDEX PAGE UPDATED
•	Emily-Jane De...	31865f6	LESSONS PAGE UPDATED

IFB299 - Group 15 / Music School / Project Code

Commits

All branches ▾	Author	Commit	Message
•	Emily-Jane De...	9b4619	dashboard.html edited online with Bitbucket
•	Emily-Jane De...	bdf23fe	pricing.html edited online with Bitbucket
•	John Santias	baabe10	split registration process fixed, user input saving to

Bitbucket commits use
on website

*this was prior to me editing the
textual information on this page
However the colour and text
edits are displayed

The screenshot shows a section of the website titled "Lesson Pricing". It features three identical boxes, each with a brown header and white body. Each box contains the word "Paino" at the top, followed by a large price of "\$34.99" with "per hour" underneath, and a smaller price of "\$22.99" with "per half hour" underneath. Below the prices, there is a brief description: "Three Experanced Teachers" and "Lessons Monday to Saturday". At the bottom of each box is an orange "Sign Up!" button. The overall design is clean and modern.