

## **Strategy Plane**

### **What's culturally appropriate?**

The current use of Word and Excel to record and trace customer callouts is both inefficient and prone to error and misinformation. It is important that the website/database is as fast and efficient as possible.

### **What content type would be relevant?**

The page needs to be simple, yet eye-catching and easy to navigate to cater for the less experienced web surfer. Some engineers are more tech savvy than others so it is important the website is as simple and easy to use as possible.

### **Why is this so special?**

While the database may be simple it is a big stride forward from the current process using Word/Excel and paper printouts. The nature of Cremur Heating and the plumbing industry means there is not an off the shelf system or database which caters for all of the companies needs so a bespoke and simplified system is the most practical solution.

### **Why would a user want this?**

The system will give the in office receptionist and the engineers on the road instant access to the live callout log as well as customer contact details and basic information about the nature of a customer callout request. Currently the engineers on the road have a printed handout with their daily calls and limited ability to request more information or details. The in office administration staff can't see which calls have been completed. This system will give instant access to the required information for both parties.

### What does the user expect?

- 1) Ease of use and basic information at a glance.
- 2) The ability to update the database and schedule both in office and on the road to display a real-time view of the callout log.
- 3) Consistency of information and layout.
- 4) The information to be live and up to date.

OPPORTUNITY	IMPORTANCE	VIABILITY/ FEASIBILITY
A) Simplify the callout scheduling process	5	5
B) Increase the flow of information between user & office.	3	3
C) Reduce the possibility of key information missing or being incorrect.	5	3
D) Create a real-time database to reduce the reliance on phone calls and emails.	5	5
E) Eliminate the need for paper handouts on a daily basis	4	4
	<b>22</b>	<b>20</b>

Based on my table analysis above 'A' and 'D' will be the primary focus of the page. 'E' will follow as naturally on the back of the success of 'A' and 'D'.