**Planning phase**

**Background**

The Haven Relaxation and Beauty Spa located at 281 Leopold Takawira Avenue | Khumalo ,Bulawayo ,Zimbabwe offers a wide variety of elegant products and services such as massaging, nail polishing, etc.+

After observing their business processes and current system we deduced that it mainly caters for existing clients and it does not effectively appeal to the entire potential customer base which would radically increase business when fully explored.

The current methods do not directly interact with new customers and as a result the attracting of new clients is delegated to by word of mouth, a Facebook page, fliers and other social media platforms which are wonderful ways of increasing visibility in the market but cannot be relied on as the primary method. These methods are intended to be complementary to a more elaborate and tailored system. The current system is functional but does not maximize on the full potential of the business.

**Investigation of the current system**

Focusing on the existing client base is a wonderful way of keeping your customers happy but can result in stagnation of the business as growth goes unattended. The use of fliers used for acquiring customers is ineffective since fliers can be easily misplaced, have limited outreach and has risk of becoming obsolete.

The current system does not have a centralized hub where the client can easily learn about the business such as:

* the various products the offers
* the physical location
* their working hours
* It does not allow clients to write reviews about their experience
* does not offer incentives to existing clients for inviting their friends to the business page

As a direct result of not offering an online interactive catalog, the Haven Relaxation stuff have to overwhelm their clients with enormous amounts of information about their products and this leads to the customers not fully understanding their services. The business should instead maintain an online catalog which would allow clients to browse their products at a comfortable pace.

Our goal is to complement all their existing systems and effectively engage with both existing and future clients at their own respective paces.

The one size fits all methods they are currently using results in loss of many potential clients as it is highly likely to be inadequately appealing to future customers. We instead propose to develop a system that will individualize the experience as much as possible by offering various levels of abstractions.

This will also be a great place for the business to interactively showcase their latest products and those that are on special offer.

Elicitation methods used

1. Observation

* We used this as a primary way of eliciting information, because the interaction would as natural as possible be able to put ourselves in the shoes of the clients as much as possible. As a result of this, stuff members where eager to engage with us and unwittingly reveal a lot of flaws in the current system. We also opted for this because the business stuff would feel like we are wasting their time like for example if we would have asked to interview them. For most business people time is money so everything that does not directly bring business is secondary and therefore cannot take center stage.

1. Brainstorming

* After gathering the information via observation we followed the top down approach of reasoning and we came to the conclusion that their primary problem was in attracting new clients.

Problem statement

After interacting with the staff personnel at The Haven and Relaxation Beauty Spa we obtained valuable information about their business activities and process.

We deduced that they have a problem with attracting new customers in order to get more business.

Proposed solution

We intend to develop a system that will cater for the following needs:

1. Interactively give directions to the physical location of the spar using Google maps.
2. Allow existing customers to invite their friends from various social media platforms to the
3. Allow existing customers to share content from the website with their friends on Facebook using a Facebook comment plugin.
4. Allow customers to book any time even during non-business hours.
5. Allow customers to pay online.
6. Have an intelligent system that can utilize the customer’s data and interaction with it to automate activities such as what stock to buy and recommended products for their future trips to the Spa.
7. Show an interactive catalogue for available products and services alongside their prices.

Feasibility study

Technical feasibility

* The various technologies required to develop the proposed system are readily available, namely:

1. HTML
2. CSS
3. JavaScript
4. Cloud website hosting
5. Simple computer (Intel Pentium 4 and better)

* The developers of the system should have the required knowledge and expertise to create it.

Economic feasibility

* Cloud website hosting costs $20.99 per month, which is within the budget of a typical small business such as this.
* Average developer fees for this kind of system is about $500.00
* The economy is currently stable and therefore the probability of the project being affected by inflation is very low.

Operational feasibility

* This business currently uses fliers and word of mouth to attract new customers which is a limited approach. The proposed system has the potential to attract much larger masses of customers even those from abroad such as in South Africa and The United States of America.
* The proposed system will allow customers to make future reservations and online payments without going to the physical location, in contrast to the present system which only allows customers to make bookings in person. The proposed system will much more convenient.

Schedule feasibility

* Adequate time is available for the completion of the system.

Legal feasibility

* All personal information pertaining to the clients will be secured stored in accordance with laws of Zimbabwe.
* Personal information will not be shared with any third parties and will not be used in any way other than the one consented by the clients.

CONTEXT LEVEL DIAGRAMS