

FranchiseConnect	
Vision	Date: 11/01/24

FranchiseConnect Vision

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1. Introduction

2. Positioning

2.1 Problem Statement

[Provide a statement summarizing the problem being solved by this project. The following format may be used:]

The problem of	<i>[describe the problem]</i> The problem of manual and inefficient processes in the management of franchisor businesses in the Italian restaurant sector affects various stakeholders involved in the franchise system.
affects	<i>[the stakeholders affected by the problem]</i> These stakeholders include franchisors, franchisees, restaurant staff, and customers.

the impact of which is	<i>[what is the impact of the problem?]</i> The impact of this problem is evident in several aspects of the franchise operations. Firstly, the lack of streamlined management processes leads to inconsistent business practices across franchise locations, resulting in variations in food quality, customer service, and overall brand experience. This inconsistency not only affects the satisfaction of customers but also hinders the growth and expansion potential of the franchise system. Furthermore, the absence of a centralized platform for communication, training, and support adversely affects franchisees. They face difficulties in accessing up-to-date information, training resources, and guidance from the franchisor. Consequently, franchisees struggle to maintain operational efficiency, comply with brand standards, and achieve optimal profitability. In addition to these challenges, the reliance on manual record-keeping and reporting systems introduces inefficiencies and errors in financial management, inventory control, and performance analysis. These inefficiencies impede data-driven decision-making and hinder the ability of the franchisor to monitor and support franchisee performance effectively.
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a successful solution would be	<p><i>[list some key benefits of a successful solution]</i></p> <p>A successful solution to this problem would yield several key benefits. Firstly, it would establish standardized processes and practices across all franchise locations, ensuring consistent quality, service, and brand experience for customers. This would enhance customer satisfaction and loyalty, leading to increased revenue and profitability for both the franchisor and franchisees.</p> <p>Secondly, a digitized system would provide a centralized platform for effective communication, training, and support. Franchisees would have access to up-to-date information, training materials, and guidance, empowering them to run their businesses more efficiently and effectively.</p> <p>Thirdly, the system would enable streamlined financial management, inventory control, and performance analysis. This would improve operational efficiency, reduce errors, and provide valuable insights to the franchisor for making data-driven decisions, optimizing resources, and supporting franchisees in achieving their business goals.</p> <p>Overall, a successful digitization solution for franchisor businesses in the Italian restaurant sector would enhance the competitiveness, scalability, and profitability of the franchise system while fostering a consistent and exceptional brand experience for customers.</p>
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2.2 Product Position Statement

[Provide an overall statement summarizing, at the highest level, the unique position the product intends to fill in the marketplace. The following format may be used:]

For	<p><i>[target customer]</i></p> <p>the franchise businesses in the Italian restaurant sector</p>
Who	<p><i>[statement of the need or opportunity]</i></p> <p>require digitization of their operations and support for franchisees</p>
The (product name)	<p><i>is a [product category]</i></p> <p>"FranchiseConnect" software system is a comprehensive management and support solution</p>

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That	<i>[statement of key benefit; that is, the compelling reason to buy]</i> streamlines restaurant business processes and empowers franchisees for success
Unlike	<i>[primary competitive alternative]</i> other competitive alternatives available in the market
Our product	<i>[statement of primary differentiation]</i> offers a tailored solution specifically designed for the unique needs of the Italian restaurant franchise industry

[A product position statement communicates the intent of the application and the importance of the project to all concerned personnel.]

3. Stakeholder Descriptions

3.1 Stakeholder Summary

Name	Description	Responsibilities
<i>[Name the stakeholder type.]</i>	<i>[Briefly describe the stakeholder.]</i>	<i>[Summarize the stakeholder's key responsibilities with regard to the system being developed; that is, their interest as a stakeholder. For example, this stakeholder:</i> <i>ensures that the system will be maintainable</i> <i>ensures that there will be a market demand for the product's features</i> <i>monitors the project's progress</i> <i>approves funding</i> <i>and so forth]</i>
Franchisor (Business Owner)	The franchisor is the owner of the Italian restaurant business and the one granting franchises.	Ensuring the system meets the requirements of the franchisor's business operations. Approving the overall project scope and direction. Ensuring that the system supports effective management and control of franchise operations. Monitoring the system's performance and value added to the franchisor's business. Ensuring that the system aligns with the franchisor's brand and standards.

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Name	Description	Responsibilities
Franchisee (Restaurant Owner/Operator)	The franchisee is the individual or entity operating a restaurant under the franchisor's brand.	Utilizing the system for day-to-day restaurant management activities, such as ordering supplies, managing inventory, and scheduling staff. Participating in system training and providing feedback for improvement. Adhering to the franchisor's operational guidelines and standards. Seeking support and guidance from the system for maximizing operational efficiency and profitability.
Customers (Restaurant Patrons)	Customers are the individuals who visit the franchisor's restaurants to dine.	Expecting a positive dining experience facilitated by the system, such as efficient service, accurate orders, and pleasant ambiance. Providing feedback on their experience and any areas of improvement. Influencing the success of the franchisee's business by their satisfaction and loyalty.
System Administrators	System administrators are responsible for maintaining and managing the software system.	Ensuring the system's availability, performance, and security. Managing user accounts and permissions. Conducting regular backups and system updates. Resolving technical issues and providing support to franchisees and other users.
IT Department	The IT department within the franchisor's organization supports the technological infrastructure.	Ensuring the system integrates seamlessly with existing IT systems and infrastructure. Evaluating the system's compatibility with the organization's IT policies and standards. Providing technical expertise and support during the system's development, deployment, and maintenance phases.

3.2 User Environment

[Detail the working environment of the target user. Here are some suggestions:

Number of people involved in completing the task? Is this changing?

How long is a task cycle? Amount of time spent in each activity? Is this changing?

Any unique environmental constraints: mobile, outdoors, in-flight, and so on?

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Which system platforms are in use today? Future platforms?

What other applications are in use? Does your application need to integrate with them?

This is where extracts from the Business Model could be included to outline the task and roles involved, and so on.]

The working environment of the target users, who are the franchisees and their staff members in the Italian restaurant sector, can vary in size and complexity. Here are some details about their working environment:

Number of People:

The number of people involved in completing tasks can vary depending on the size of the restaurant and its staff. It can range from a few employees in smaller establishments to a larger team in bigger restaurants.

The number of people involved in completing tasks may change as the restaurant's business grows or experiences fluctuations in staffing.

Task Cycle and Time Allocation:

The task cycle in a restaurant involves various activities such as taking orders, preparing food, managing inventory, processing payments, and maintaining cleanliness.

The time spent in each activity can vary but typically includes customer interactions, food preparation, table service, administrative tasks, and cleaning.

The duration of a task cycle can be influenced by factors such as the size of the restaurant, the complexity of the menu, and the number of customers.

Environmental Constraints:

The restaurant working environment can vary from indoors to outdoor seating areas, depending on the establishment.

Some unique environmental constraints may include a fast-paced and dynamic atmosphere, noise levels, limited space in kitchens, and the need for mobility within the restaurant premises.

System Platforms:

The current system platforms in use today can include desktop computers, point-of-sale (POS) systems, and mobile devices such as tablets or smartphones.

Future platforms may include cloud-based solutions, mobile applications, and integration with emerging technologies specific to the restaurant industry.

Other Applications:

Franchisees and their staff members may use various applications to support their restaurant operations, such as POS systems, inventory management software, reservation systems, and employee scheduling tools.

The new software system should be designed to integrate seamlessly with these existing applications, streamlining operations and avoiding data duplication.

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By considering the above factors, the software solution can be tailored to meet the unique needs and constraints of the target users in the Italian restaurant sector.

4. Product Overview

4.1 Needs and Features

[Avoid design. Keep feature descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented. Capture the stakeholder priority and planned release for each feature.]

Need	Priority	Features	Planned Release
Online Ordering Capability Franchisees need the ability to offer online ordering to customers for convenient and efficient food ordering	High	The system should provide a user-friendly online ordering interface for customers to browse menus, customize orders, and make secure payments. This feature will enhance customer satisfaction and increase revenue opportunities for franchisees	Initial Release
Inventory Management Franchisees require effective inventory management to track stock levels, streamline procurement, and prevent stockouts or wastage	Medium	The system should include inventory management functionality, allowing franchisees to monitor stock levels, set up automated reorder points, generate reports on stock usage, and integrate with suppliers for streamlined procurement processes.	Initial Release
Menu Management Franchisees need efficient menu management to easily update and maintain their menu offerings across multiple locations.	High	The system should provide a centralized menu management feature that allows franchisees to create, update, and customize menus. This capability should support pricing adjustments, seasonal offerings, and the ability to accommodate regional variations.	Initial Release
Training and Support Resources Franchisees require access to comprehensive training materials and support resources to ensure consistent operations and successful management of their restaurants	Medium	The system should offer a dedicated training and support module that provides franchisees with access to training materials, operational guidelines, best practices, and a platform for interactive communication and collaboration with other franchisees and support personnel.	Initial Release
Reporting and Analytics	High		Initial Release

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Franchisees and the franchisor need robust reporting and analytics capabilities to gain insights into key performance metrics and make informed business decisions.		The system should provide comprehensive reporting and analytics features, allowing franchisees and the franchisor to generate customized reports on sales, inventory, labor costs, customer feedback, and other relevant metrics. These insights will help identify trends, optimize operations, and drive business growth.	
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Note: The needs, priorities, features, and planned releases mentioned above are just examples and should be adjusted based on the specific requirements and priorities of the franchisor and the Italian restaurant sector.

5. Other Product Requirements

[At a high level, list applicable standards, hardware, or platform requirements; performance requirements; and environmental requirements.

Define the quality ranges for performance, robustness, fault tolerance, usability, and similar characteristics that are not captured in the Feature Set.

*Note any design constraints, external constraints, assumptions or other dependencies that, if changed, will alter the **Vision** document. For example, an assumption may state that a specific operating system will be available for the hardware designated for the software product. If the operating system is not available, the **Vision** document will need to change.*

Define any specific documentation requirements, including user manuals, online help, installation, labeling, and packaging requirements.

Define the priority of these other product requirements. Include, if useful, attributes such as stability, benefit, effort, and risk.]

Requirement	Priority	Planned Release
Standards, Hardware, and Platform Requirements: Compliance with industry standards for data security and privacy, such as GDPR. Compatibility with commonly used hardware devices, including desktop computers, laptops, tablets, and smartphones. Support for popular operating systems, such as Windows, macOS, iOS, and Android.	High	Initial Release
Performance Requirements: Efficient response times for user interactions, such as menu browsing, order placement, and payment processing. Scalability to handle increasing user loads and data volumes as the franchise network expands.	High	Initial Release
Environmental Requirements: The software should be designed to operate in various network environments, including wired and wireless connections.	Medium	Initial Release

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<p>Compatibility with common web browsers and their respective versions.</p> <p>Quality Ranges:</p> <p>Performance: The system should provide fast and responsive interactions to ensure a smooth user experience.</p> <p>Robustness: The system should be resilient to errors and handle unexpected inputs or conditions gracefully.</p> <p>Fault Tolerance: The system should have mechanisms in place to recover from failures and minimize downtime.</p> <p>Usability: The user interface should be intuitive, user-friendly, and accessible to users with varying levels of technical expertise.</p> <p>Design Constraints, Assumptions, and Dependencies:</p> <p>Assumption: Availability of stable internet connectivity at franchise locations.</p> <p>Assumption: Continued support and availability of third-party APIs or integrations used in the system.</p> <p>Documentation Requirements:</p> <p>User manuals and online help resources explaining system functionality and usage.</p> <p>Installation guides with clear instructions for system setup and configuration.</p> <p>Packaging and labeling requirements to ensure branding consistency and compliance with legal regulations.</p>	<p>High</p> <p>Medium</p> <p>Medium</p>	<p>Initial Release</p> <p>Initial Release</p> <p>Initial Release</p>
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Note: The priorities assigned to the other product requirements are subjective and should be determined based on the specific needs, goals, and constraints of the project. Adjustments may be required based on the project team's assessment of effort, risk, benefit, and stakeholder expectations.