Project:
Bringing Scrappy Compost to the Web

Company Overview

Scrappy Compost is a small composting organization in a rural town. Customers who sign up for their service receive a bucket where they can deposit food scraps. Once a week, they can place their bucket on the side of the road, and a driver from Scrappy will collect the bucket and its contents and leave a clean, empty bucket for the customer to use for the week. Customers can request a bag of garden-ready mulch at any time for a small fee, which will be delivered with their next bucket exchange.

The company has a similar model to this company, [Garbage to Garden](), based in southern Maine.

The owner of Scrappy Compost, Melinda, has been operating the service for a long time, but they haven't done well with keeping up with current technology trends. Currently, they only advertise in the local newspaper, and customers can only sign up over the phone or in person. Melinda has hired *you*, as a business intelligence analyst, and a web developer, Emily, to bring the business online.

Project Overview

Melinda wants to allow customers to sign up for the service online. Scrappy Compost has a website already, but it only contains information about the service and the business's phone number and address. Melinda wants to add functionality to the website to allow customers to sign up for the service online. Once the customer has subscribed through the website, the customer will be added to the customer database (which is already computerized, phew) and added to the delivery list.

Below are the details you need to complete a preliminary business requirements document for Scrappy Compost.

Company Employees

Scrappy Compost has the following employees (not including *you*, a business intelligence analyst hired as a consultant).

Management
- **Melinda Greene**, Owner, Operator. Handles all major decisions and accounting.

- **Rakhi Greene**, Chief Operations Officer. Manages company operations and customer database.
- **Clio Mulch**, Facility Manager. Manages the composting facility itself, including hiring and training workers.
- **Mario Flint**, Logistics Manager. Manages the driver team, including scheduling, routing, and hiring of drivers.

Labor
- **Emily Loam**, Web Developer, hired to expand the website.
- **Dusty Brown**, Facility worker
- **Jim Rock**, Facility worker
- **Austin Slate**, Facility worker
- **Christian Rose**, Driver
- **Patricia Budd**, Driver
- **Dwight Thorne**, Driver

Requirements Elicitation

In order for you to best understand the project, you were able to speak to Melinda and ask questions. Here's a log of your conversation:

You: Hi, Melinda! Thanks for talking with me today. I've gone over your proposal, and I'd love to clarify a few things with you.

Melinda: Sounds good!

You: First, I just wanted to get an idea of the current process you have for acquiring new customers and how you see the website expansion fitting into that.

Melinda: Sure! So, currently customers are all signed up over the phone. When a customer wants to enroll in a subscription or update their subscription, they call the customer service team. If they are a new customer, their credit card and other information is collected by the customer service member and then added to the customer database. If it's an existing or returning customer activating or deactivating their account, then that is changed in the database as well. The facility and delivery manager constantly update their internal process to support any new customers.

In terms of the website expansion, the website should be able to allow customers to create a username and sign up for a subscription, entering the needed information including their name, email address, phone number, and credit card number. They should immediately be added to the database and added to the service. Existing customers should be able to log in at any time and

update their info, such as their address or payment information, or start or cancel a service subscription.

You: Great! And you're hoping this will increase signups? How much of an increase are you looking for?

Melinda: We're hoping to get at least a 20% increase in subscribers by next spring.

You: So, is the spring the deadline for implementing this?

Melinda: Yes. We're aiming to launch by March 1. If it looks like we're getting more than a 30% increase, Clio and Mario will need to scale up production, so they'll be very interested in seeing how things progress.

You: How will you drive new customers to the website?

Melinda: We'll run some ads using Google Adwords, and we're hoping for an 8% click-through rate (CTR), or we'll have to re-evaluate.

You: Great, and you're aware of the costs for the web development and advertising?

Melinda: Yes, we've budgeted $50,000 for everything.

You: Okay, great! This is enough for me to write up some requirements documentation. Talk to you soon!

Melinda: Thank you!

Project Directions

Using the information above, your task is to fill out the following business requirements document (BRD) to the best of your ability.

Remember, not all BRDs look the same or have the same components. You should be able to fill out most of the pieces asked for here, but remember that all projects are subject to change. Part of filling out the BRD is to identify points where you may need more information. If that's the case for this, don't be afraid to make note of that!

Scrappy Compost Business Requirements

With the information gathered, fill in this business requirements document template.

Step 1: Project Summary

In 1-3 sentences, provide an overview of the project.

Project Summary	

Step 2: Define the Business Problem

Identify the main goal of the proposal, the question to be resolved, and some context to explain why the business problem is occurring.

Main Goal	
Question to be Resolved	
Context	

Step 3: Goals and Measurements

Identify two specific goals of the project and the metrics that should be used as success criteria.

Goal	Success Criteria

Step 4: Constraints

Reiterate the constraints for this project.

Timeline	

Budget	
Resources/Production	

Step 5: Stakeholders

Align the employees from the company directory who should work on this project on the following power/interest grid.

Keep Satisfied (Low Interest, High Power)	**Manage Closely** (High Interest, High Power)
•	•
Monitor (Low Interest, Low Power)	**Keep Informed** (High Interest, Low Power)
•	•

Functional Requirements

In this part of the assignment, you will have the opportunity to work with existing process flow and business diagram models. These models have already been created to represent the current state of Scrappy Compost's customer acquisition process and business domain models. You will need to modify these existing models to accurately reflect the changes described in the requirements elicitation conversation with Melinda.

In order to complete these diagrams, you will need to follow these steps:
1. Select and open the appropriate link (**Scrappy Compost Customer Flow Diagram** or **Scrappy Compost Domain Model**).
2. The link will open in a new tab to a Google Drive page. If you are not logged in, select the "Sign in" button and log into your Google account. In the top middle of the screen, click the button that says "Open with diagrams.net." This will open the diagram in a new tab on diagrams.net.
3. In the top left corner, click "File," then "Make a Copy." Save the file to your Google Drive. **If you do not make a copy, you will not be able to edit the diagram.**
4. Edit the diagrams to include the new information necessary. Once you're finished, take a screenshot of the diagram and paste it in the boxes below.

Process Flow Diagram

You can see a current flow diagram for the customer acquisition process at the link below.

Visit the link, make a copy, and edit the flow diagram to include the website expansion into the process. Paste your new flow diagram in the box below.

Scrappy Compost Customer Flow Diagram

Domain Model

You can see a current Domain Model of Scrappy Compost at the link below.

Visit the link, make a copy, and edit the Domain Model to include the website expansion into the process. Paste your new domain model in the box below. You will need to add information to the existing classes and create a new class for the website.

Scrappy Compost Domain Model