

IST 612 BUSINESS ANALYSIS

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Business Case

Project Name	Project Manager
Private Jet Booking System	IS Steering Committee
Client	Duration
	6 Months

Executive Summary

Flying on private planes to go to your destination in style has become the new trend as the number of wealthy millennials and business owners grows every day. Although commercial flights cost a lot less, they are unpleasant and might cause pain, while private flight booking, on the other hand, eradicates all these difficulties. A private jet booking system like uber is now necessary due of the rising demand for opulent private jets, and many are already working on ideas to make it happen. The private jet market share is expected to increase by a factor of more than \$10 billion over the course of the next five to ten years, making it one of the most rising sectors.

Goal

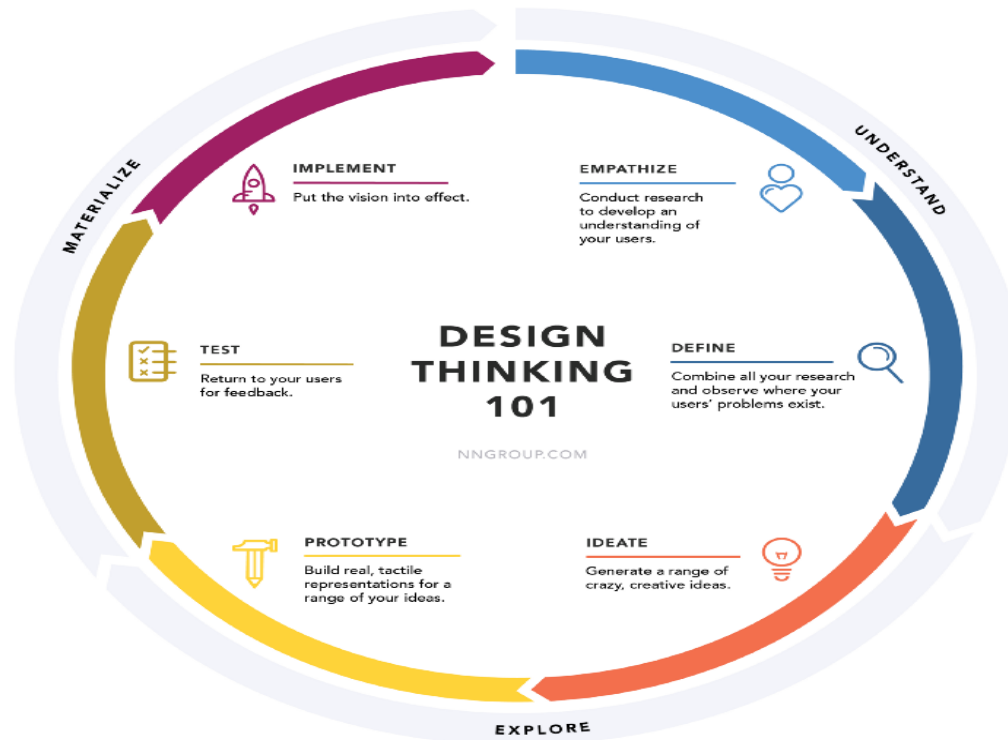
A new private jet booking system will be introduced. We must have the intention of making money off of the charges for making flight reservations. Due to the many competitors in the industry, we must do this through generating extra value in our goods.

Project consists of

- Make a quick prototype of an important app flow.
- to create an accompanying visual identity.
- Make the design compatible with iOS and Android by translating it.

Process

There is a lot of work to be done before we can even begin to sketch our new software. Research is essential while working on a UX/UI design project using the Design Thinking process. This process is consist of Understand Phase (Empathize & Define) Explore Phase (Ideate & Prototype) Materialize Phase (Test and Implement). (Gibbons, 2018)



(Gibbons, 2018)

Empathize

It includes research like Interviews, Surveys, Benchmarking and analyzing the good practices of the rival firms and identifying the features to be added in our booking system what additional services we can offer, Covid-19 related information, Display of prices (in unique way), Universally accepted payment methods, etc.

Define

In this phase we must answer the questions like “Who is the application is developed for? .In this phase we define our problem statement to seek the best possible solutions. User flow and user case should be defining especially the flow that user will follow in our app.

Ideate

In this phase we focus on the app specialization in the booking of jet with the following main services:

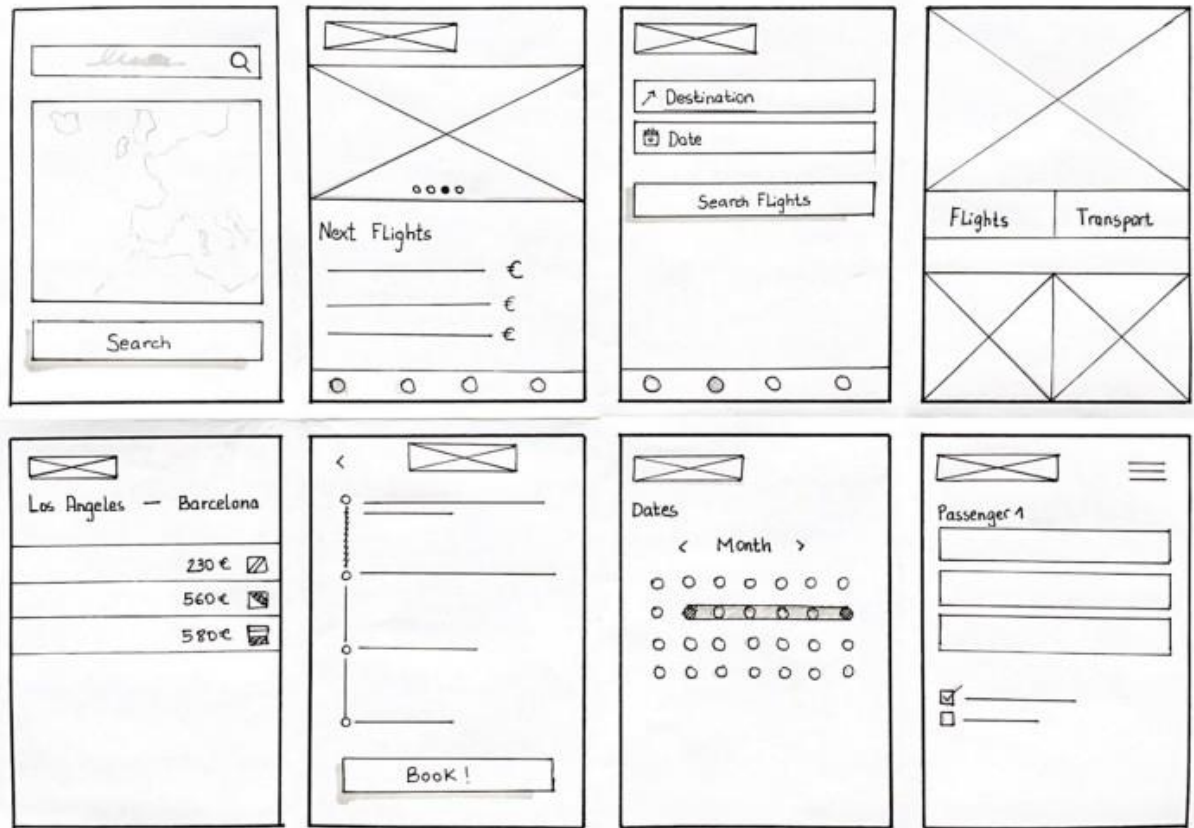
- In the same app, you can compare and buy. The consumer can complete the purchase without going to another app.
- The ability for those who require it to reserve an optional transportation service to or from the airport. A rental automobile, a taxi (Uber, Cabify, etc.), or public transportation are all examples of this service.

The company prioritized the most important features to add to this app using the first and second approach strategies as well as the Moscow prioritization method.

Prototype Test

Crazy eight's

I sketched for eight minutes in this initial stage (1 drawing each minute). This method enables you to build your initial thoughts quickly.



(Macias, 2021)

Paper Prototype

One user flow is established in this second phase. Usability tests can be used as a starting point even while the material is not yet final.



(Macias, 2021)

Low-fidelity interactive prototype

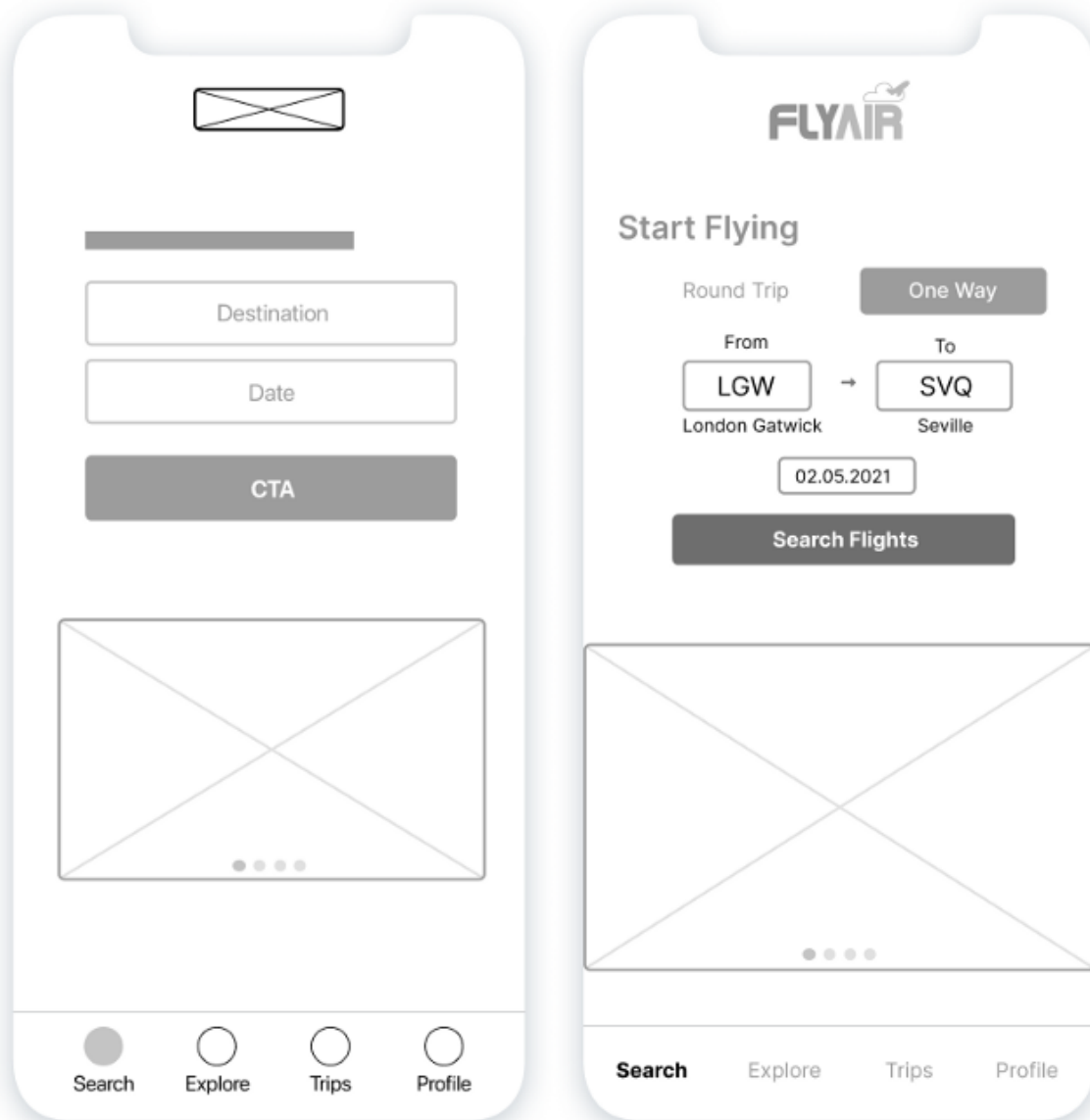
Transferred the prototype to Figma for the duration of the third phase. I may begin developing my prototype digitally using this platform. A digital interactive prototype is now beginning to take shape. I kept working on the primary concepts while maintaining low fidelity and conducting further user testing. The following round involved four potential users.



(Macias, 2021)

Midi-fidelity interactive prototype

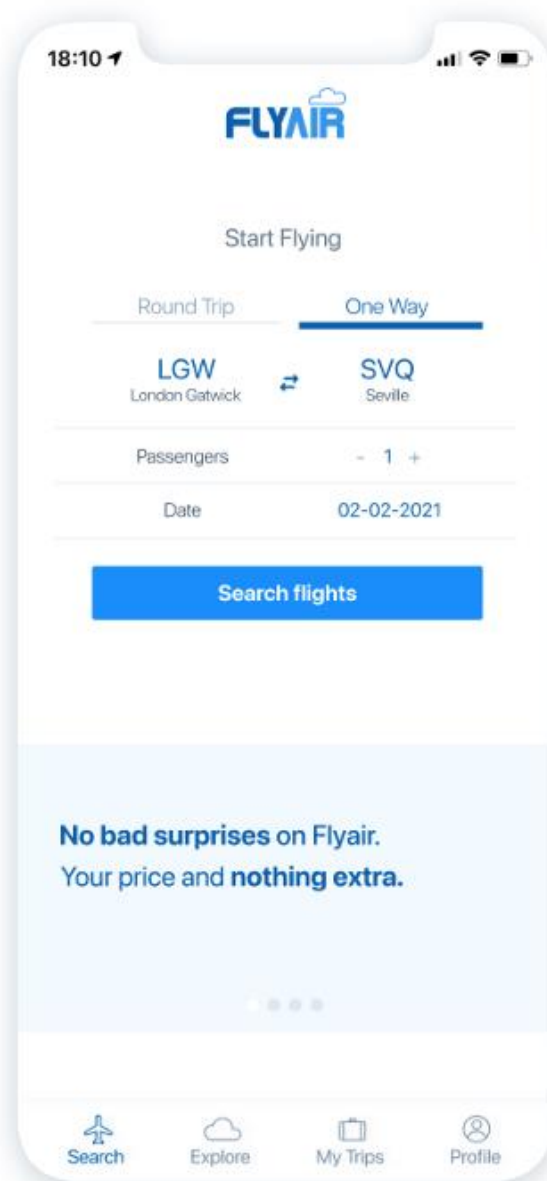
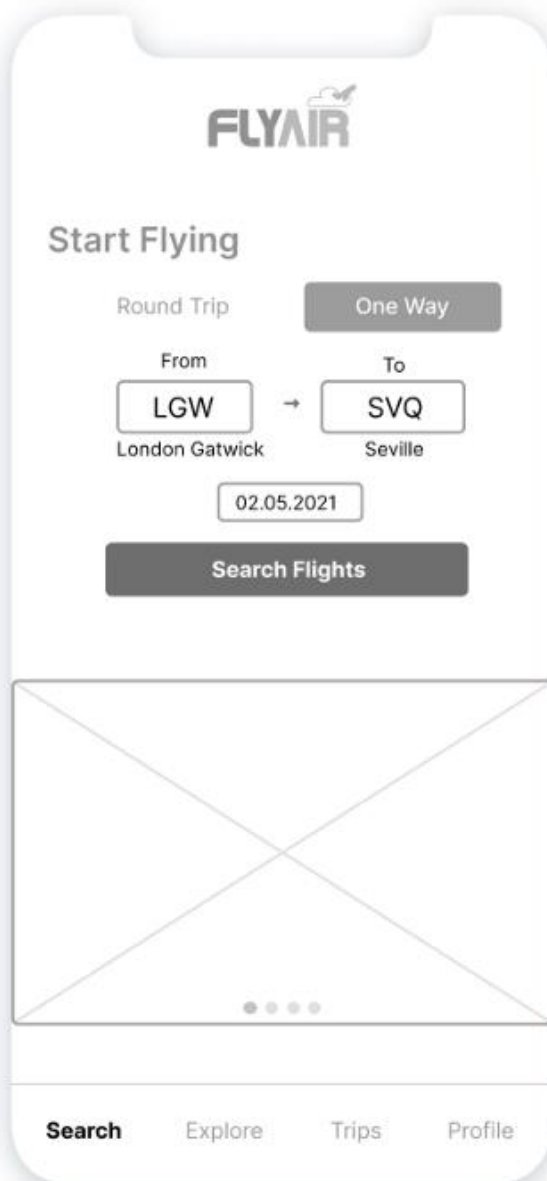
The final stage. Company already has a prototype that is more like the finished product. The following round of usability testing involved four persons.



(Macias, 2021)

High-fidelity interactive prototype

Usability testing is at its conclusion! An interactive prototype that is currently under development is pretty much like the most recent version. Do not forget that the entire project will take one week. To produce the best user experience possible, testing cycles must continue.



(Macias, 2021)

Final Version

The conclusion of the finished product. To ensure that the values have been upheld and that the design is revealing what it should, I decided to conduct a desirability test.

Document Analysis

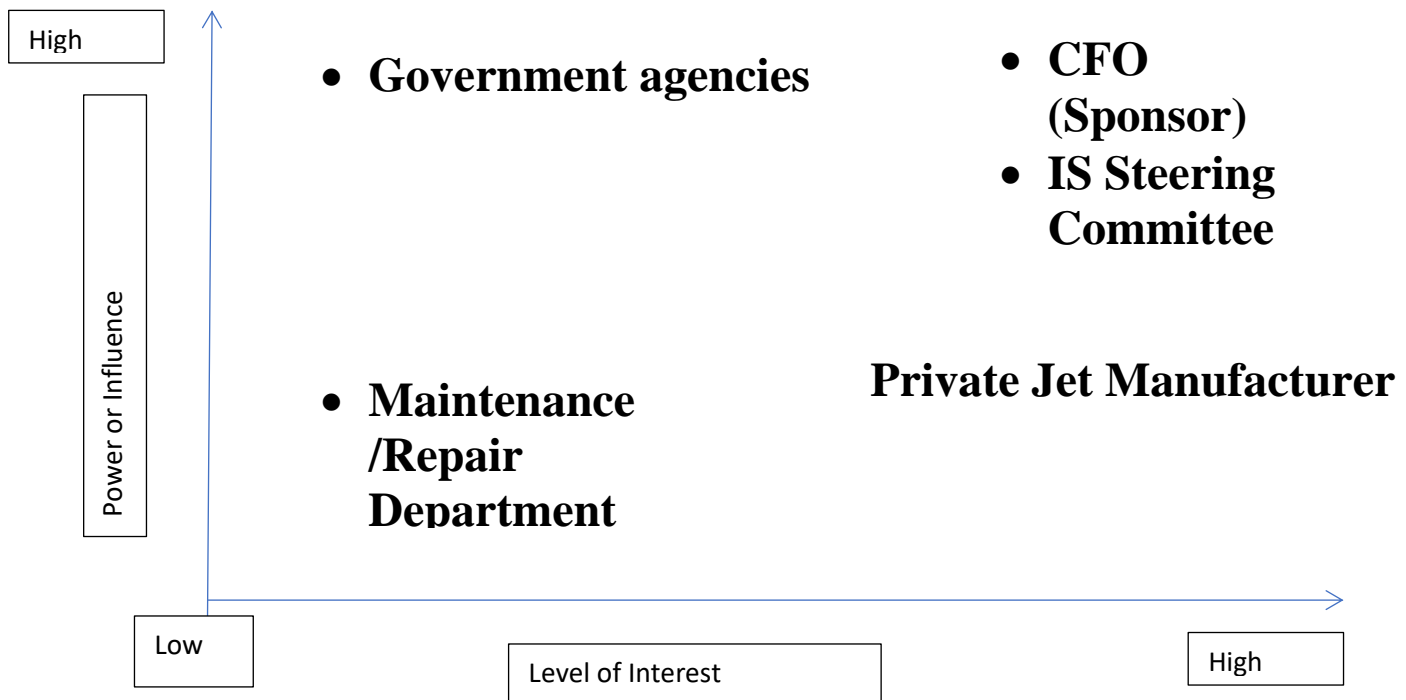
With the mnemonic AROW, we'll get right to it. The letters stand in for the required paperwork for travelling by air. These consist of a weight and balance report, registration certificate, operational restrictions, and airworthiness certificate.

Business Policy manual need to be check and considered along with the organizational charts, Business plans and Mission of the organization.

The Job description of each member should be cleared. The Internal and external correspondence including the reports from prior organizational studies should also be check and trying to make them up to date.

A written work procedure or workflow of the overall booking system including the invoicing must be up to date.

Stakeholder Matrix



In the above-mentioned Stakeholder matrix. The X-Axis shows the Power or Influence of the stakeholder, and the Y-Axis shows the Level of interest of Stakeholder.

There are 4 quadrants in this matrix which are.

High Power-High Interest, High Power-Low Interest, Low Power- Low Interest, and Low Power – Low Interest.

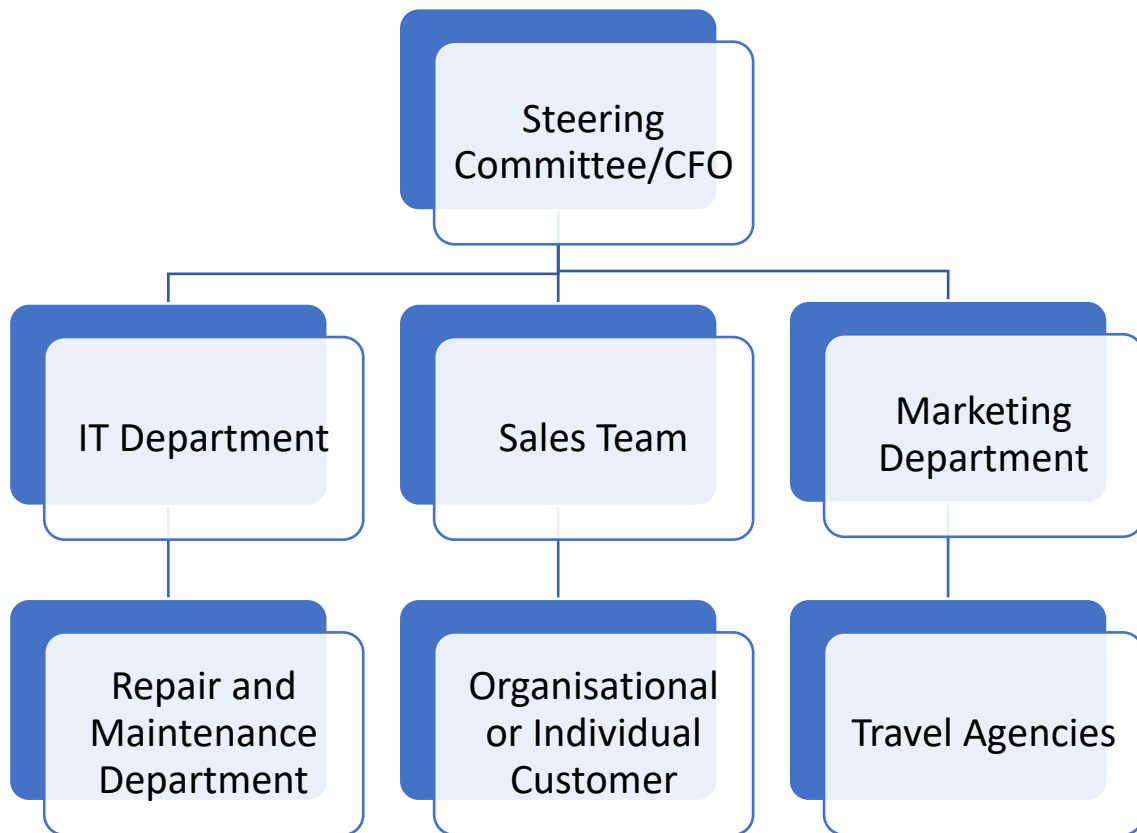
We have placed CFO and IS Steering committee in High Power-High Interest quadrant due to their decision making power and willingness to take the company to a new height.

We placed Government Agencies in the High Power – Low Interest Quadrant due to their highly dominated influence due to the rules, regulations, policies, and law . However, they are not much interested in the growth of the company as compared to other stakeholders.

We placed Maintenance and Repair department in Low Power-Low Interest quadrant due to their role in the maintenance. Company can change the maintenance and repair department anytime which means they don't have the high influence which also results in low interest of the department.

We placed Private Jet Manufacturer in the High Interest –Low Influence quadrant because they are much interested in the selling of jet to the company which will be rented. Also, the manufacturer has no such influence on the company.

Governance Approach



A typical governance approach will look like the diagram above.

The Steering Committee including the CFO, Board of Directors lead the strategic planning, Investment, Organization, and decision making.

The departments deal with the various functions like the Sales Team handle the customers either Individual customer or the Organizational Customer. The Marketing team deal the travel

agencies for promoting their brand. The IT department deals with the Repair and Maintenance department to become assure about any type of glitches in the system.

Prioritization of requirements and designs are influenced by a number of variables, including timelines, expected value, dependencies, resource restrictions, accepted approaches, and others.

When business analysts create a change management procedure Choose which specifications and designs the change control process applies to, as well as whether it applies to all changes or just those that fall inside a certain range in terms of size, expense, or amount of effort. This procedure provides information on how to submit a modification request, when it can be submitted, who can submit it, and how it will be conveyed.

Steering committee or Board of Directors including Sponsor has the authority to approve changes and what business analysis data they can access.

The Board of directors, Sales team, IT Department and Marketing department should be involved in the change discussion.

Top Management has the authority and responsibility to analyze and approve the change.

The changes will be documented and communicated according to the configuration management and traceability standards.

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