The Commons Beach Club Business Analysis (BRS)

Link to Business Analysis Notes

1. Introduction

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1.1 Business Purpose -

As the Commons Beach Club (CBC) has increased the number of active memberships within the organization, the ability to work efficiently, methodically, and organized has decreased. The current system to store user information is chaotic, complex, and ineffective. Creating a new membership system would replace the current system's features while aiding in its data storage and retrieval time complexity, lack of features, and overall user interface. Currently, the CBC does not have any tools to analyze membership statistics that would allow them to understand things like peak business hours, parking limitations, and beach space. The overall objective goal of this system is to make it easier on the employees and members by creating a database that allows for real-time statistical analysis.

1.2 Business Scope -

Business Domain & System Name:

- The Commons Beach Club
- The Commons Beach Club Member Database

Range of Functions & Divisions:

- An employee would provide beach furniture for members
- Food events for member experience and satisfaction
- Front desk taking reservations, insuring members check-in, answering general questions
- Management budgeting and scheduling, handling general employees and member complaints

System Application:

- Ease of use for all employees
- A higher caliber of data organization
- Member statistic analysis

1.3 Overview -

The CC at The Brooks is a member-owned club of 2,300+ families that focuses on member satisfaction and customer service. The Commons Beach Club is a sub-section of The CC located on Little Hickory Island, Bonita Springs, FL.

The system currently in use by the CBC allows employees to check-in members, and charge member accounts for things like snacks, reservations, and guest fees. The management team can print out a list of all members who checked in and at what time they checked in within only a twenty-four-hour window.

The proposed system would take the outdated look and feel of the current system and generate a higher quality easy understand user interface for employees and management to complete the following tasks:

- Member Check-in, and quick charge for guest fees
- Member charge for snacks or drinks
- Member charge for reservations with an email that is pushed to the corresponding member email with the date and time of their reservation
- The database will hold a range of statistics that will be used for statistical analysis tools, for example, things like peak hours, days, weeks, or months.
- The database will have an API allowing the CC website to get a live estimation of current members on location & estimated parking.

The system will be deemed completed by the BOT after it has been shown to be a more effective version than the current system.

The database will be hosted using AWS.

1.4 Definitions -

- **Season** - Season is loosely thrown around as the time period between *Nov 15th - April 1st* as this is when the CBC is most active. This is due to the influx of members who hold memberships but only come down during the winter season in Florida.
- **Seasonal Members** - Members who come during the busy time of the year roughly between the months of *Nov - April.*
- **Year-round Members** - Members who are around at all times and use CBC services year-round regardless of the month.

1.5 Major Stakeholders -

Internal Stakeholders:	External Stakeholders
1. The Board of Directors 2. Dawn Manzatti (Director) 3. Garret Stone (Assistant Director) 4. Beach Club Employees	1. Active Gold Tier Club Members

- **Active Gold Tier Club Members** - Members will not directly use the software but are indirect users as they pay for their membership, and their data is what will be stored in the system. (**Customers**)
- **Board of Directors** - The board of directors will oversee the development and will be the main source of defining requirements. (**Shareholders**)
- **Dawn Manzatti (Director)** - The Director of Operations has direct usage of the data derived from the software, and is considered a user of the system. (**Employee**)
- **Garret Stone (Assistant Director)** - The Assistant Director will use the software as a direct user to derive statistics for employee scheduling. (**Employee**)
- **Beach Club Employees** - Employees who work the operational side of the club have a direct stake in the system as they will be the users of the system itself. (**Employees**)

2. References

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- The Commons Beach Club | At The Brooks
- Joseph Archazki - General Manager
- Dawn Manzatti - Director & Operational Manager
- Garret Stone - Assistant Director & Staff Manager
- Daniela Jacob - Membership Director

3. Business Management Requirments

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3.1 Business Environment -

The CBC is a service-based organization, providing a service to their members on the property that they own, while they own a lot of property on Little Hickory Island, they do not own the beach that the property is located on. Meaning the CBC must abide by the rules and regulations provided by Lee County Parks & Recreation. Aside from that, the CBC is allowed to construct a membership policy they want to their liking and those seeking membership or active members must abide by their policies.

Lee County Parks & Recreation Rules (Pertaining to CBC members):

- No pets allowed.
- Bathing and swimming are done at the risk of the park user.
- Bon Fires are not permitted per the Bonita Springs Fire Department.
- A Saltwater Fishing License is required to saltwater fish from shore. There is no fee for Florida residents.
- For a more in-depth look at all legal aspects see: Lee County Code of Ordinance - Parks & Recreation

The CBC is not influenced by any other external factors such as market trends, social responsibilities, or technology base.

3.2 Mission, Goals, and Objectives -

Mission: The overall mission of this software is to create a GUI that is simple for the average employee, but highly powerful to the management and upper-level positions within the company to gain knowledge about their members.

Objectives:

- Employees can check-in members to the system.
- Employees can charge the member's respective account when needed.
- Employees can store reservation data pertaining to specific members.
- Members can see live availability on the beach.

Goals:

- A self-explanatory UI for employees to check-in members, charge their accounts and make reservations with their information stored in the database.
- Deep statistical analysis, allowing management to see collected membership data in an easy-to-understand interface.
- Public statistical projections for members to understand if the beach is at capacity or near capacity on the CBC website.

3.3 Business Model -

While the business currently has a mission they have already achieved by providing their members with beach services and overall member experience, the business currently seeks to make this mission easier to achieve during peak season. The current system allows CBC to get by with what they have, but when peak season arrives it is difficult for employees, and management to give members a smooth experience. Problems with parking overflow, beach space, reservation management, and prevalent during the season. The current database is locally hosted at the CC's enrichment center, where the data is remotely accessed from the CBC location in Bonita Springs.

3.4 Information Environment -

The development company will work with a cloud-based service provider that will be decided based on the best suit during the development process. Hosting this database with a cloud provider gives CC higher reliability and scalability when it comes to the storage of their data. The current situation of hosting locally is somewhat unreliable with frequent crashes of the system causing a blackout at CBC. A relational database will best suit the needs of what CC is looking for, as this gives a lot of room for the development team to work with potential data science aspects down the road of development.

4. Business operational requirements

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4.1 Business Processes -

Business Procedures & Activities -

- **Check-in** - Employees will use a user interface to do things like check-in and search for members within the database.
- **Member search** - Employees will be able to search if a specific member has checked in during the day of operation the search was inquired about.
- **Guest fee** - Employees will charge party guests accordingly, so long as a member is present.
- **Reservation** - Employees will create reservations for parties and their guests on the pavilion
- **Service charge** - Employees will charge members and their parties accordingly for services provided by the club.

4.2 Business Operational Policies and Rules -

Membership Policies (Limited Knowledge):

- A Gold Standard Member account allows the member to include their direct family members on the membership, but only direct family will not be charged guest fees.
- Members are limited to 6 guests and there is a $15 guest fee for each guest at check-in.
- Guest fees are only charged between 9 AM - 5 PM
- Members must reserve pavilions for any event.
- Member parties are limited to 2 pieces of furniture per party member.
- There is no reservation for beach furniture, it is on a first-come-first-served basis.

4.3 Business Operational Constraints -

Operational Conduct:

- When the property reaches capacity the gate will be closed and cars will be put into a queue, where the next party may enter the property once a separate party leaves.
- Employees will be expected to abide by membership policies when checking in parties on location.
- There is no special treatment for any member regardless of status, all members and their parties must follow the rules and policies stated in their membership agreement.
- The data analytics system will only be used by those staff deemed to be in a management position.
- Employees are expected to abide by the correct policy when charging members for reservations or snack bar items.

ill 4.4 Business Operational Modes -

Seasonal Operations - The team will ensure that high priority processes are met before low priority processes when working with the software

Non-season Operations - during non-season operations all processes are attainable, and the staff will be focused more on maintenance.

Poor Weather Conditions - An email blast will be sent for poor weather conditions to inform members the beach is not going to be a quality experience before they decide to come.

4.5 Business Operational Quality

High priority processes:

- Verification of member identity and party identity
- Check-in & member charge process
- member reservations

Low Priority Processes:

- live parking prediction
- projection of busy season from data
- email reminder of the reservation

4.6 Business Structure -

Business Roles and titles:

- **Beach Club Front Desk** - Front desk employees will use the software the most, as they check-in members and charge them accordingly for our services.
- **Beach Associate** - Beach associates will occasionally use the software but will mostly be in charge of putting furniture on the beach accordingly.
- **Staff Management** - Staff management will use the software-based statistics to schedule staff according to the statistical demographics of peak hours and days of the week.
- **Operational Management** - Operational management will use statistical demographics to plan events and manage the budget accordingly.

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5. Preliminary Operational Concept of Proposed System

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5.1 Preliminary Operational Concept

employees are expected to abide by correct operational policies when working with the software, no employee will make acceptions for particular members to avoid any service charges or fees. Employees must verify the identity of members and their party, and if their identity

cannot be completed within the software it will be up to the party to get in contact with CC to inquire about their membership status. Membership will not be granted on-site, rather those interested in membership must go to CC to inquire on the potentiality of membership.

The new system will consist of a database with a user interface focused around ease of use, less is more with this system. There should be an employee panel and an administrative panel, the employee panel will consist of the basic functionality:

- Member check-in
- Member search
- Member quick charge
- Member reservation

Whereas the administrative panel will hold the following functions:

- Daily member check-in & charge statistics
- Peak operation hours
- Edit/Change member reservation
- Add/Edit Member information

The system will stay in its current mode of operation with its previous software, as the software is really just an overhaul of its current state. Aside from the employee interaction, there is minimal interaction a member will directly have with the system, meaning it will only say in its current operational state used today.

The only user classes will be employees and administrators, employees will access and use the system, whereas administrators will have the ability to change, and view daily statistics based on the data inputted by employees throughout the day.

While this software has no desire to be continually updated after the BOT deems the software to be complete, the development company will stay in close contact with CBC to ensure there are no issues with the software itself. Any hotfixes or requested changes to the software will be considered but outside of the budget or scope of the current project. It will also be up to the company to work with their cloud hosting service closely if there are any outages or downtime with their database as that is out of scope for the development company.

5.2 Preliminary Operations Scenarios

As a member approaches the club they will be greeted by a front desk employee who will ask for their member ID and who is in their party today. The front desk employee will verify the identity of each individual in the party and select direct family, and charge guest fees accordingly. When a member wants to make a party reservation or purchase a service (food, beverage, dinner tickets, etc) they will approach an employee who will go to the nearest terminal and assist them using the software to complete the task accordingly. At the end of the day, a management position will have access to a report of all transactions, reservations, check-ins, and other necessary statistics that occurred during the said day. If a management position is working on a schedule they can use the software to analyze past days to plan and schedule employees accordingly.

6. Other Preliminary Life-Cycle Concepts

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6.1 Preliminary Acquisition Concept -

The Preliminary Acquisition will be achieved by consulting with the BOT to constitute what they feel quantifies a solution, requirements definitions, and prototype testing with members on specific dates to see how the system fairs in comparison to the current software.

6.2 Preliminary Deployment Concept -

The system will be validated based on the completion of story points throughout the development phase of the project, as a specific amount of story points must be met to attain sprint completion. Sprint completion will be deemed the time to test the functionality of the software with the BOT to see how the shareholders feel about the software's current state.

6.3 Preliminary Support Concept -

The Commons Beach Club will stay in contact with the development company for any major hotfixes at any time, but there is no reason for any major support team as this software will only be used for storing data that will not be used by the public. This project is based on the completion of the software, and completion will occur after the system is fully integrated with the company.

6.4 Preliminary Retirement Concept -

This system currently has no plans of retirement as it will stay in place until the software must be completely reworked for any major reason.

7. Project Constraints

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The project must adhere to the following constraints:

- The project has been granted a one-year development timeline from the start of development to project implementation and completion.
- The project has a loose budget of Five hundred thousand U.S. dollars, as a baseline but the board is willing to approve additional funds if presented and approved accordingly by the BOT.
- The project is not employee limited, rather based on how the company splits up its development team based on the loose budget.

8. Appendix

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8.1 Acronyms and Abbreviations

- **CBC** - The Commons Beach Club
- **BOT** - The Board of Trustees
- **CC** - The Commons Club