Operational Concept

Solution Statement

The Solution:

Purpose

The overall purpose of the Commons Beach Club Database Management System holds the goal of creating a system effective in tracking membership status, membership billing, membership reservation, membership capacity, and overall membership use. This fits with the organization's strategic goals of providing the highest quality of service to those members of the club. Giving the management and employees effective tools to allow the general rules of the club to be upheld provides a higher quality experience at the club itself. The database will aid in the removal of manual tracking as the club continues to grow making it much more manageable for current and future employees.

Scope

Product Name

The product will be called the Commons Beach Club Database Management System (CBCDMS).

Overview

Broadly speaking the CBCDMS will ensure that staff will be able to achieve a higher level of efficiency by giving them proper software with a user interface that is much easier to use than the current system in place. The CBCDMS will take the concepts already used for the current system and expand on them by making it much easier to see the logs of members who have checked in with employees in the past. The CBCDMS will also make it much easier for employees to make reservations and charge guest fees directly to membership accounts instead of having to send a physical invoice to the members. The over-arching goal for this software is to take what concepts they already use and digitize the rest of the physical concepts being used at the Club.

Goals

The entire goal of this operation is to provide a service of the highest possible quality to those members who pay for membership to enjoy the beachfront property with many amenities included. This software aims to reduce issues that arise during operation, such as overbooking for reservations, information confliction, membership status being null and undetectable, and general capacity issues with members during the season. With this software in place, it will allow employees to conduct business in a manner that would eliminate the plausibility of these issues arising through the use of data to track statistical patterns throughout the season, as well as making it easier for employees to swiftly check-in guests and their parties.

Out of Scope

The solution will not overcomplicate things for members themselves and will rely 100% on the employees to use the system itself. The target demographic of members is an age group that will not be technologically skilled so it is highly important that nothing is put on the members to allow them access to the club and its services. The solution should be simple and not over-engineered as the Board has placed a budget limitation for the software. Member information will not be edited within the CBCDMS as it will be up to the new member center to insert new memberships and changes to the data from the membership center. The software should not have any physical components as the whole purpose is to digitize the processes used by the club.

Assumptions

Make a bulleted list of some assumptions that you and/or the clients are making related to the solution and software.

- The Members are retired in the age range of 40+
- The Members struggle with basic technology
- The employees will have no qualifications to use the software
- The management will have no technical or mathematical skills
- The software will be kept highly simple
- The members will not interact with the software.

Functions:

Below is a list of the major functions the software will perform.

- Employees will be able to check-in members and follow guest regulations within the system
- Employees will be able to charge guests for member fees, reservations, and general food services
- Employees will be able to search members in the database to view the member's information and if they are checked in on location
- Managers will be able to provide a log of all members checked in by time, day, week, month, and year
- Managers will be able to override reservations, charges, and membership status
- Members will be given a general capacity estimation on the website
- Employees will have access to statistical analysis based on check-in rates.

Limitations:

Key	Summary	Description	Labels
CCM-49	Employees must not permit non members to the beach access or parking	Limitation on the Beach Club operations	limitation
CCM-48	Company furnature on the beach is private but the beach is public	Limitation on the Beach Club operations	limitation
CCM-47	Members may not reserve chairs on the beach	Limitation on the Beach Club operations	limitation
CCM-46	Employees must respect others reservations during closing	Limitation on the Beach Club operations	limitation
CCM-45	Members can come to the club during non hours but must park across the street, and will not receive service	Limitation on the Beach Club operations	limitation
CCM-44	Business operation is from 8 AM to 1 hour after sunset	Limitation on the Beach Club operations	limitation
CCM-43	Party's may be asked to leave a pavilion if it is reserved and the reservation party arrives	Limitation on the Beach Club operations	limitation
CCM-42	Members must make reservations for parties on deck	Limitation on the Beach Club operations	limitation
CCM-41	Members are permitted up to only 6 guests without reservations	Limitation on the Beach Club operations	limitation
CCM-40	Membership for a household is only immediate family to the applicant	Limitation on the Beach Club operations	limitation

10 issues