

PROPOSAL DOCUMENT - ANALYSIS

WHAT IS THIS PROPOSAL DOCUMENT?

- This is how you research the "Problem" to show you have fully explored the problem and all its facets
- THEN you give a design based on your research.

TITLE PAGE

- "Proposal for INSERT COMPANY NAME HERE"
- With your name, learner number, "Occupational Specialism, maybe a nice picture linked to the theme of scene too.

CONTENT PAGE

- This has to be an auto generated contents page
- Make sure all titles and sub titles in the document are formatted as "headings"

ORGANISATION OVERVIEW

- Give a description of the business that the scenario is about.
- Who are they as a business?
- What do they do?
- What are they looking for

PROBLEM OVERVIEW

- Write detailed description of your understanding of the problem. The main problems with their current system.
- You should talk about the impact these problems are putting on the business.
- Give a description of what the problem is with the current system
- DO NOT TALK ABOUT how you will solve it.

SCOPE

- Make a statement around how big the scope could be for the scenario, but explain how you plan to limit your and why.
- e.g. Doctors appointment system: Potentially enormous scope looking at parental consent, linking family members, authorising users to view appointment and make appointments for others ... all becomes too big. So narrow focus is on the one to one relationship of an adult (18+) who is tech savvy managing their own appointments only. This ensures the scope isn't too big. This is a very short example, with not the proper fleshing out of details.

USER GROUPS

- Identify what you feel are the groups of users that you think will use the system.
- Explain how you have identified them
- Briefly talk about how you think they will make use of the system (what sorts of things are they likely to do. the system)

- Make sure to state things like: Likely age ranges, employment status, technology ability level. Use this information to help you when working on User stories and empathy maps.
- Gender should only be mentioned IF it is really important to the scenario (it rarely is)

EMPATHY MAPS

- This is a table of the problems and needs:

Shows a process of exploring what
Customers / users think and feel about
the current solution

Empathy map

Says	<ul style="list-style-type: none">- I need more information before visiting this zoo.- Could I buy a book that has all the animals description, so I get to learn while I'm on my educational trip as well?- Could I book my tickets and book a hotel in advance via website?- Could I create my account so I could manage my bookings? I need to cancel my booking for this Saturday because my child is not feeling well.	<ul style="list-style-type: none">- I wish the could see be easy to this zoo- It would just had a could book instead of hours.- I would r advance, rooms let- Oh, I wish experien account. money ju cancel m
Does	<ul style="list-style-type: none">- Comes to the zoo with very little awareness- Comes to visit, but the zoo is too full today- Comes to visit and finds out that the hotel is overbooked	<ul style="list-style-type: none">- Overwhel- Confused- Stressed- Willing to hotel is b come

USER STORIES

- For each of the groups of users you need to create a user story which explores the things that they want to do, why they want to do it and the "Acceptance Criteria" they will need.

User stories			
As a [user]...	I want ...	So that ...	Acceptance Criteria
First time customer	To visit a website and find some information on what the zoo is offering.	I can compare it with other zoos and see why I should choose this one, as well as that I would be able to see if	The website has a clear search function.

	Book my tickets quickly online.	there are animals that I am particularly interested in. I will not have to wait in the queue for tickets, when I visit.	a clear search function. The website has a clear search function.

LAWS / GUIDANCE / LEGISLATION

- Explore what laws and guidance that the identified business have to operate under
- Look at the laws and legislation that the business would have to work under
- Look at other laws / legislation that will impact your system you will develop
- For all of these.. What is the impact on your project? What will you do to adjust / mitigate these impacts?

ALTERNATIVE SYSTEMS

- Look at / research other systems that are available for the same thing (sales platforms etc)
- If you are struggling look at excel as an option.
- For each of the systems (ideally 3 to 5):
What does the system do well (that solves their problems)
What does the system fail to do for them
What things will you take forward to your design (ideas you can steal) and why

RISKS

- Start with security risks: What risks exist? How can you defend or prevent them being an issue.
- What sort of risks might also come up? That could impede you completing the project
- You need to make sure you discuss how you will mitigate these risks.

DECOMPOSITION

- "break down" the problem as you see it right now, into a diagram
- This will be a sort of diagram of the structure of the website you are going to build the features you are going have on each page.

USER ACCEPTANCE CRITERIA

- This should be a list of things that the users (each of the groups you identified) will need to see / experience etc To accept the system.
- This could be things like
 - "Clear an obvious navigation bar"
 - "Fast loading times for each of the pages"
 - "Clear instructions on each page for booking"

These should be grouped by each of the user groups you have identified

FUNCTIONAL AND NON-FUNCTIONAL REQUIREMENTS

- Functional requirements are things the system should do (focus on business needs):
 - Allow users to register
 - Once logged in, direct users straight to their profile page
 - Allow booking of events in advance
- Non-functional requirements are how the system should do things:
 - Store passwords using sha256
 - Each page should load in 2 to 5 seconds

KEY PERFORMANCE INDICATORS (KPI)

- Things that will help to indicate the success of the project from a business perspective:
- Should be categorised where possible.
- Examples could include:
 - "Improved trust pilot reviews"
 - "visitor satisfaction rate"
 - "Numbers of repeat visitors"
 - "page load time"
 - "traffic by source increase in all sources"

DESCRIPTION OF PROPOSED SOLUTION

- Give an overview of what you solution will be

A description of proposed solution

In the above paragraphs I was decomposing, analysing, and specifying the system. In this section I will be summing up the proposal and how it will benefit RZA.

The final proposal is an interactive website that will include following features:

Key features and benefits:

- Inclusive solution
 - The website is going to be an inclusive platform that will be accessible to everyone. Customers will be able to book tickets and use its functionality. In this way RZA will ensure that all customers are satisfied with their services.
- Quick and easy booking
 - One of the most important features is booking a ticket online. This will help reduce queues for the ticket kiosks in the Zoo, as well as ensure that visitors are assured that they will have the place to stay overnight if the kiosks are overbooked.
- Materials for educational visits
 - The website will allow students and their parents to download materials for educational visits. As well as that there will be a pdf with all the animals in the Zoo.
- Info Blocks
 - Will provide customers with information about the Zoo, its facilities, the hotel, and animals.
- Personalised experience
 - For loyal customers website offers to create an account. This will allow them to visit, for example a discount coupon. As well as that they can manage previous visits and manage their current booking. We will also receive personalised experience and come back to the Zoo again.

TIPS

- Justify EVERYTHING, the more you tell me your reasoning and thought process, the better.
- Keep a thorough and accurate list of websites you visited WITH TIME AND DATE
- Other than the first couple of headings and the last couple, the rest should be NOT in this order in this powerpoint