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**1. Business Requirements:**

The business requirements of Daewoo Express traveling website aims to **increase revenue** through **online ticket sales**, enhance **customer satisfaction** with an **easy-to-use booking platform**, expand market reach and **stay competitive** by providing modern and efficient booking services, Improve **operational efficiency** by streamlining ticketing processes, **Protect customer data** and comply with regulatory requirements, Maintain Daewoo Express's brand reputation with a seamless online experience, Ensure integration with existing systems for smooth operations, Plan for scalability to accommodate future growth, Measure success through key performance indicators such as increased online sales and customer satisfaction ratings.

**1.1. Background:**

Daewoo Express is a prominent transportation company known for its bus services. Address the inadequacies in Pakistan's transportation sector, aiming to provide a modernized and efficient travel experience.

**Summarization of rationale context:**

1. **Make it easier for customers to use:** The old website was confusing, so making it easier to use. For example: simplifying the menu so user can find what they need, faster.
2. **Keep up with technology:** Websites need to stay current with the latest tech trends, like being mobile-friendly and having cool features. For example, you can track your bus in real-time to see exactly when it'll arrive.
3. **Mobile-friendly:** Many people use phones to book tickets, but the website didn't work well on phones. Fixing that, so easily buy tickets on phones without any problems.
4. **Listen to what customers want:** Some people had trouble booking tickets or finding information on the old website. Fixing those issues based on what customers said.
5. **Make a good impression:** The website looked outdated, but the new one will be modern and professional. This will make people trust Daewoo Express more when they visit the website.

**1.2. Business Opportunity:**

The Daewoo Express traveling website presents a significant business opportunity in revolutionizing the way customers book their travel tickets. As the transportation industry increasingly shifts towards digital solutions, there is a clear need for Daewoo Express to adapt this trend. **By offering an intuitive and efficient online booking platform**.

1. **Market Opportunity/Business Problem:** There's a chance to make traveling easier and more convenient for people. Booking tickets and getting information about bus schedules tricky, fix that problem by making their website better.
2. **Market Environment/Competition:** In the transportation industry, there are other companies offering similar services. Some have websites that are easy to use, while others might not be as good. Daewoo Express wants to stand out by offering the best online experience for customers, making it easy to book tickets and find bus information.
3. **Product Attractiveness:** Compared to other transportation companies, website to add features like live bus tracking and a user-friendly interface, making it more attractive and convenient for customers.
4. **Identifying Unsolved Problems:** It is hard to know exactly when your bus will arrive or to book tickets quickly online. Daewoo Express aims to solve these problems by providing real-time bus tracking and streamlining the booking process on their website.
5. **Fitting with Market Trends/Corporate Strategy:** People are increasingly relying on the internet and mobile devices to plan their travel. Daewoo Express is aligning with this trend by improving its online presence, meeting customer expectations, and staying ahead in the competitive transportation market.

**1.3. Business Objectives:**

Business Objectives for Daewoo Express to achieve specific revenue growth targets, cost-saving objectives, and target release dates and ROI goals through strategic investments and improvements in its operations and services. These objectives are quantifiable and measurable, providing a clear focus on delivering value to the business.

* **Revenue Growth:** Increase revenue through higher ticket sales and expanded service offerings.
* **Cost Savings:** Implement cost-saving measures to achieve profitability, such as efficiency measures in fleet management and maintenance to reduce operational costs. They plan to do this by managing their buses better and using less fuel.
* **Return on Investment (ROI):** Achieve a positive ROI on investments made in upgrading the online booking system, technology upgrades, and marketing strategies aimed at increasing brand visibility and customer acquisition.
* **Target Release Dates:** Finish updating their online booking system by the middle of next year to coincide with peak travel seasons, making ticket booking easier for travelers during busy periods.
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**1.4. Success Metrics:**

Success for Daewoo Express will be determined by achieving specific business objectives through measurable criteria, considering both internal and external factors that influence performance. Regular monitoring and assessment will ensure progress towards theseobjectives and enable adjustments to be made as needed to ensure success.

1. **Definition of Success:**

Success will be defined by achieving the set business objectives, including:

* + - 15% reduction in operational costs.
    - 20% increase in ticket sales.
    - 10% ROI on investments in the online booking system and customer service.
    - Launching the upgraded online booking system by the end of the second quarter.

1. **Measurable Criteria:**
   * **Ticket Sales:** Compare the number of tickets sold in the current year with the previous year, aiming for a 20% increase.
   * **Operational Costs:** Analyze the operational expenses and aim for a 15% reduction through improved fleet management and fuel efficiency.
   * **ROI:** Evaluate the returns generated from investments in the online booking system and customer service improvements, targeting a 10% increase.
   * **Timely Launch:** Ensure the upgraded online booking system is launched by the end of the second quarter as planned.
2. **Factors Impacting Success:**
   * **Internal Factors:** Efficient implementation of operational improvements, effective utilization of resources, and successful execution of investment plans.
   * **External Factors:** Economic conditions, market competition, regulatory changes, and customer preferences for online booking and service quality.
3. **Measurement and Assessment:**
   * Regular monitoring of ticket sales, operational expenses, and returns on investments.
   * Tracking progress towards the targeted objectives through quarterly reviews and performance evaluations.
   * Gathering customer feedback and satisfaction surveys to assess the impact of service improvements on customer experience.

**1.5. Vision Statement:**

**For [target customer]:** everyone.

**Who [statement of the need or opportunity]:** seeking seamless, convenient, and accessible transportation solutions.

**The [product name]:** Daewoo Express website.

**Is [product category]:** a comprehensive online platform.

**That [major capabilities, key benefit, compelling reason to buy or use]:** streamlines booking, tracking, and information access.

**Unlike [primary competitive alternative, current system, current business process]:** traditional ticketing methods or fragmented transportation services.

**Our product [statement of primary differentiation and advantages of new product]:** offers a unified, user-friendly experience.

To revolutionize travel experiences by offering **seamless**, **convenient**, and **accessible** transportation solutions. Our vision is a world where traveling is **effortless**, **safe**, and **enjoyable** for everyone, supported by **innovative technology**, **exceptional service**, and a commitment to **sustainability**.Top of Form

**1.6. Business Risks:**

1. **Marketplace Competition**: Daewoo Express faces tough competition from other bus transportation companies offering similar services. The risk of losing market share to competitors is moderate, considering the established presence of rival companies.
2. **Timing Issues:** Delays in the development and implementation of new technologies or services, such as upgrading the online booking system, could lead to missed opportunities and dissatisfaction among customers. The risk of timing issues is moderate, as delays may result in a loss of competitive advantage.
3. **User Acceptance:** There is a risk that customers may not readily accept changes to the booking process or new services offered by Daewoo Express.
4. **Implementation Issues:** Technical glitches or operational challenges during the implementation of new technologies or services leads to business risks may arise during the implementation phase and impact customer satisfaction.
5. **Risk Mitigation Actions:**

* **Market Analysis:** Conduct regular market analysis to stay informed about competitor strategies and consumer preferences. This will help identify emerging trends and adjust its business strategy accordingly.
* **Strategic Planning:** Make a detailed plan with extra time in case things take longer than expected. This helps Daewoo Express finish projects on time even if there are delays.
* **Customer Engagement:** Talk to customers a lot to understand what they want and how they feel about changes. This helps Daewoo Express make sure customers are happy and keep coming back.
* **Quality Assurance:** Check everything carefully to catch problems and fix them before they cause trouble. This helps Daewoo Express make sure everything works well and customers have a good experience.

**1.7. Business Assumptions and Dependencies:**

Business assumptions such as market demand, customer preferences, and operational capabilities are:

**Assumptions:**

1. Customers prefer online booking and expect convenient, user-friendly interfaces.
2. There is a market demand for sustainable transportation options.
3. The regulatory environment allows for the implementation of new technologies and services in the transportation sector.

Business dependencies on factors like technology, infrastructure, and regulatory compliance:

**Dependencies:**

1. Availability of reliable internet connectivity for seamless online booking and tracking.
2. Collaboration with technology partners such as software developers or IT service provider for the development and maintenance of the online booking system.
3. Compliance with regulatory requirements related to data privacy and security in online transactions.
4. Coordination with transportation authorities for route approvals and infrastructure support.

**2. Scope and Limitations:**

1. **Scope:**

* The project aims to develop an online booking system and enhance customer services to improve the overall travel experience for passengers using Daewoo Express buses.
* Features include real-time booking, tracking, and payment options, as well as customer support functionalities to address inquiries and feedback.
* Advertise the new online booking system and improved services to let more people know about them.

1. **Limitations:**

* Customer feedback will be collected and considered, not all requested features may be implemented immediately due to resource constraints.
* The project does not extend to services beyond bus transportation, such as accommodation or tour packages.
* The project does not include major infrastructure changes to bus stations to get more buses.

**2.1. Major Features:**

These features distinguish the Daewoo Express online booking system from previous methods of ticket purchasing by providing a seamless and user-centric booking experience.Major Features of Daewoo Express Online Booking System:

* **Real-time Booking:** Users can book online bus tickets instantly, avoiding the need to visit physical ticket counters.
* **Tracking:** Real-time updates on bus locations and arrival times. Passengers can track the location and estimated arrival time of their buses in real-time.
* **Payment Options:** Integration with payment gateways for secure transactions. The system offers various payment methods, including online payment gateways like credit cards.
* **Customer Support:** Dedicated customer support functionalities allow users to inquire about their bookings and provide feedback on their experiences.
* **User-Friendly Interface:** User-friendly interface for booking, transection and browsing routes, schedules.

**2.2. Scope of Initial Release:**

For initial release focus on the most important features like online booking, real-time tracking of buses, and different ways to pay securely.

* Customers can easily book their tickets.
* Basic features including route search, seat selection, and payment processing.
* Integration with major payment gateways for secure transactions without any hassle.

**2.3. Scope of Subsequent Releases:**

* Expansion of route coverage bus services to more places.
* Introduction of loyalty programs and promotional offers where you earn rewards for using our service like discounts or free rides.
* Enhancement of user experience with personalized recommendations by customer feedback mechanisms for continuous improvement.
* Integration with third-party travel services for seamless travel planning. So you can plan your whole trip in one place. This means you can book your bus ticket, find accommodation, and plan activities all in one go, making your travel planning easier.

**2.4. Limitations and Exclusions:**

1. **Onboard Entertainment Systems:** While some stakeholders may anticipate onboard entertainment systems, such as TVs or Wi-Fi, these are not planned to be included in the new product at this time.
2. **Food and Beverage Services:** Although food and beverage services are common on long-distance buses, Daewoo Express does not plan to offer these amenities in the initial release of the product.
3. **Customizable Seating Options:** While some customers may desire customizable seating options, such as premium seating or seat selection, these features are not part of the current product scope.
4. **Intermodal Transportation Integration:** While integrating with other modes of transportation, like trains or planes, could enhance the travel experience, it is not planned for inclusion in the initial release of the product.

By identifying these limitations and exclusions, stakeholders can have realistic expectations about the features and characteristics of the new product.

**3. Business Context:**

1. **Major Customer Categories:**
   * **Commuters:** Individuals who rely on bus transportation for daily commuting to work or school.
   * **Intercity Travelers:** People traveling between cities for leisure or business purposes.
   * **Tourists:** Visitors exploring different regions and attractions within the country.
2. **Assumptions:**
   * Customers prefer convenient and hassle-free online booking options.
   * There is a growing demand for sustainable and environmentally friendly transportation solutions.
   * Integration of technology can enhance customer experience and streamline operations.
3. **Management Priorities:**
   * **Enhancing Customer Experience:** Improving the booking process, and overall service quality to attract and retain customers.
   * **Increasing Operational Efficiency:** Optimizing fleet management, route planning, and resource allocation to minimize costs and maximize profitability.
   * **Embracing Innovation:** Emphasizing technological advancements to stay competitive and meet evolving customer expectations in the transportation industry.

By understanding these business issues, Daewoo Express can align its project goals and strategies to meet the needs of its diverse customer base and achieve its management priorities effectively.

**3.1. Stakeholder Profiles:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **Major Value** | **Attitudes** | **Major Interests** | **Constraints** |
| **Bus Operators** | Efficient operation of bus services, increased passenger satisfaction. | Desire for reliable and well-maintained buses, streamlined operations | Routes planned well, drivers to save fuel, buses to be maintained properly, and problems solved quickly. | Limited resources for fleet maintenance,follow safety regulations, and competition from other transportation providers. |
| **Government Regulatory Agencies** | Ensuring compliance with transportation regulations. | Emphasis on enforcing regulatory requirements. | Fostering innovation in the transportation sector, and ensuring fair competition among service providers. | Addressing public concerns regarding transportation safety and accessibility. |
| **Passengers:** | Safe and comfortable travel experiences. | Expect reliable and punctual services. | On-time arrivals, comfortable seating, and clear communication about schedules and delays. | Limited budget for travel expenses, need for accessible services for all passengers. |
| **Suppliers:** | Maintaining a good business relationship and steady orders. | Want reliable payments and clear communication. | Providing quality products and services, timely delivery of supplies. | Ensuring they meet quality and safety standards, managing their own operational costs. |

**3.2. Project Priorities:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Dimension** | **Driver**  **(state objective)** | **Constraint**  **(state limits)** | **Degree of Freedom**  **(state allowable range)** |
| **Customer Satisfaction:** | Ensuring a positive experience | Implement features to enhance customer satisfaction, such as user-friendly interfaces. | iterative improvements based on feedback |
| **Revenue Growth:** | Increasing sales and profitability. | Focus on revenue-generating features and initiatives, such as expanding service offerings and optimizing pricing strategies. | Exploring innovative revenue streams and partnerships while balancing investment costs to maximize returns. |
| **Regulatory Compliance:** | Adhering to legal requirements and standards. | Ensuring strict compliance with transportation regulations, safety standards, and data privacy laws. | Collaborating with regulatory authorities to stay abreast of evolving compliance requirements and proactively address any regulatory changes. |
| **Operational Efficiency:** | Streamlining processes for cost savings. | Implementing measures to optimize fleet management, fuel consumption, and operational workflows to reduce expenses. | Investing in technologies and training programs that enhance operational efficiency and employee productivity. |
| **Employee Satisfaction:** | Providing a conducive work environment for staff. | Ensuring employee well-being, training, and professional development opportunities to foster job satisfaction and retention. | Implementing employee feedback mechanisms and recognition programs to boost morale and productivity. |

**3.3. Deployment Considerations:**

Deployment Planning for Daewoo Express:

1. **User Access:** Make sure everyone who needs it can use the system, even if they're in different places or time zones. Users should be able to access it when they need it.
2. **Infrastructure Changes:** Check if the system needs more space, better internet, or different storage. We might need to upgrade things to make sure the system works well.
3. **Training and Process Changes:** Teach people how to use the new system and adjust how they work if needed. We'll need to explain how the system works and what changes they should expect.

**4. User Requirements Elicitation:**

1. **Identify Team Members:** Determine who from Daewoo Express will be involved in gathering requirements, such as **managers, IT staff, and customer service representatives.**
2. **Schedule Planning:** Plan the timing of requirements gathering sessions, considering the availability of Daewoo Express stakeholders and the project timeline.
3. **Technique Selection:** Choose appropriate methods for gathering requirements, such as interviews with passengers, feedback surveys, or focus groups with staff.
4. **Purpose Clarification:** Clearly define the objectives of each requirements gathering activity, ensuring that they align with Daewoo Express's goals for improving services and customer satisfaction.
5. **Flexibility:** Remain open to adjustments as needed throughout the process, based on feedback from Daewoo Express stakeholders and any changes in project priorities.

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**4.1. Elicitation Objectives:**

Improve customer experience and operational efficiency through the implementation of a new online booking system and enhanced services.

1. Gather **passenger feedback** to understand preferences, needs and pain points.
2. **Identify key features** and functionalities desired in the new online booking system.
3. Determine operational **challenges** faced by staff and areas for improvement.
4. Assess **regulatory requirements** related to transportation services.
5. **Explore innovative technologies** that can enhance the travel experience.
6. Define **performance metrics** to measure the success of the new initiatives.

**4.2. Elicitation Strategy and Planned Techniques:**

In Elicitation Strategy a combination of techniques used. Techniques may include surveys, workshops, interviews, and observation.

**Techniques:**

1. **Interviews:** play a crucial role in understanding the needs of Daewoo Express customers and stakeholders. By conducting interviews with various groups such as passengers, bus operators, and regulatory agencies, the company can gather valuable insights to improve its services and operations. Here's how Daewoo Express can apply interviews effectively:

* **Be Friendly:** When they meet people for interviews, they should make them feel comfortable and explain why they're talking to them.
* **Stay on Topic:** They should focus on what they need to know to make customers happy, run their buses better, and follow the rules.
* **Have Questions Ready:** Before the interviews, they should think of questions to ask. These questions should cover things like how easy it is to book tickets, what services passengers want on the bus, and how to make sure everyone stays safe.
* **Share Ideas:** They can also suggest new ideas and ways to solve problems based on what they learn during the interviews.
* **Listen Carefully:** It's itmportant to really listen to what people say, ask questions if they're not sure, and repeat back what they heard to make sure they understand correctly.

1. **Observation:** Observing how Daewoo Express staff and passengers go about their tasks can be incredibly valuable. Here's how the company can make the most of observations:

* **Choose Important Tasks:** Daewoo can focus on critical tasks, like ticketing processes or passenger boarding, to understand where improvements can be made.
* **Keep it Short:** To minimize disruption, observations should be brief, perhaps just a couple of hours, allowing staff to carry on with their duties smoothly.
* **Look for Problems:** Observations can reveal any existing issues or inefficiencies in current processes, helping Daewoo identify areas for improvement with their new system.
* **Ask Questions:** It is okay to interrupt and ask questions if something isn't clear during observations. This can provide valuable insights into why certain tasks are performed in specific ways.
* **Take Notes:** Daewoo should document their observations thoroughly to ensure nothing important is overlooked and to facilitate review and analysis later on.

1. **Questionnaires:** are like surveys that Daewoo Express can use to ask a lot of people about their needs and experiences. They're great because they're cheap and easy to send out to a large number of passengers or staff members. Here's how Daewoo can use questionnaires effectively:

* **Write Clear Questions:** It's important to write questions that everyone can understand easily. Daewoo should make sure the questions cover all the possible answers people might have.
* **Give Complete Answer Options:** Make sure the options for answering cover all the possible choices and leave room for people to write in their own answers if needed.
* **Avoid Biased Questions:** Don't make questions that lead people to answer in a certain way. Keep them neutral.
* **Use Consistent Scales:** If Daewoo uses rating scales in the questionnaire, they should use them the same way throughout.
* **Choose Closed or Open Questions:** Closed questions have specific answer choices, while open-ended questions allow people to answer freely. Daewoo should decide which type to use based on what they want to learn.
* **Get Expert Advice**: It's a good idea for Daewoo to talk to someone who knows how to design questionnaires well to make sure they ask the right questions to the right people.
* **Test before Sending:** Before sending out the questionnaire, Daewoo should test it to make sure the questions are clear and there are no important questions missing.
* **Keep It Short:** People might not want to answer a lot of questions, so Daewoo should keep the questionnaire short and focused.

**4.3. Schedule and Resource Estimates:**  
For Daewoo Express, the timeline for elicitation activities like will span over a period of 4 weeks. During this time, dedicated team members such as business analysts, researchers, and project managers will be allocated to facilitate these activities. Their role will be crucial in gathering insights from stakeholders, analyzing requirements, and ensuring effective communication throughout the process.

**4.4. Documents and Systems Needed for Independent Elicitation:**   
By analyzing documents, system interfaces, or user interfaces for Daewoo Express, access to specific materials. Daewoo Express relies on various documents and interfaces to ensure smooth operations:

1. **Manuals:** Guides detailing Daewoo's operational procedures, such as ticketing and scheduling processes.
2. **Interface Diagrams:** Visual representations of how Daewoo's systems are connected, like the link between ticketing and GPS tracking.
3. **User Interface Designs:** Examples of how passengers and staff interact with Daewoo's systems, such as booking tickets online or accessing schedules.
4. **Software Specifications:** Detailed information about Daewoo's software functionality, including any specific features or requirements.
5. **Technical Documentation:** Information about the technology infrastructure used by Daewoo, including details about computers, networks, and other technical aspects.

Having access to these materials helps in understanding how Daewoo operates and allows for the identification of areas where improvements can be made to enhance efficiency and customer experience.

**4.5. Expected Products of Elicitation Efforts:**

Knowing the expected products of elicitation efforts helps in targeting the right stakeholders, topics, and details during the process. For Daewoo Express, the expected products could include:

* **Use Cases:** Detailed descriptions of how users interact with the system, outlining specific scenarios and actions.
* **Software Requirements Specification (SRS):** A comprehensive document outlining the functional and non-functional requirements of the software system.
* **Analysis of Questionnaire Results:** A report summarizing the findings from surveys or questionnaires conducted during elicitation, highlighting key insights and areas for improvement.
* **Quality Attribute Specifications:** Specifications outlining the desired quality attributes or characteristics of the software system, such as performance, reliability, and usability.

Having clarity on these expected products ensures that the elicitation efforts are focused and aligned with the project objectives and requirements.

**5. Activities for a single requirements elicitation session:**

* **For Interview:**
* **Elicitation Objectives:**
  + Gather insights from customers about their expectations and requirements when using the Daewoo Express website.
  + Understand specific needs and expectations of stakeholders involved in website development and management.
* **Elicitation Scope and Agenda:**
  + Scope: Engage with various customer segments and stakeholders to capture diverse perspectives.
  + Agenda:
    - Week 1: Introduction and project overview.
    - Week 2-3: Customer feedback collection.
    - Week 4: Stakeholder discussions and feedback consolidation.

**Resources Preparation:**

* **Participants:**
  + Invite key stakeholders such as website developers, marketing team members, and customer service representatives.
* **Materials:**
  + Prepare interview guides tailored to gather feedback on website usability, booking process, service offerings, and customer preferences.
  + Ensure recording capabilities for documentation and analysis purposes.

**Questions Preparation:**

* **Customer Interviews:**
  + Inquire about user experience when booking tickets online, navigating the website, and accessing information.
  + Ask about preferences regarding payment options, seat selection, schedule information, and ease of use.
* **Stakeholder Discussions:**
  + Discuss technical requirements, integration needs with ticketing systems, marketing strategies, and business objectives.
  + Gather feedback on proposed website enhancements and priorities for development.

**Perform Elicitation Activities:**

* **Elicitation Session:**
  + Conduct preliminary discussions to introduce the project and build rapport.
  + Use icebreaker activities to create a positive atmosphere for open communication.
* **Customer Feedback Collection:**
  + Gather insights on website usability, booking process, service offerings, and any challenges faced by customers.
  + Document customer suggestions for improvement and areas of satisfaction.
* **Stakeholder Discussions:**
  + Engage stakeholders in discussions about technical requirements, integration needs, and business goals.
  + Collect feedback on proposed website enhancements and prioritize based on stakeholder input.

**Closing:**

* **Thank Participants:**
  + Express gratitude to participants for their valuable input and time.
* **Summarize Key Findings:**
  + Provide a summary of key insights gathered during the elicitation session.
* **Express Excitement:**
  + Share enthusiasm for the potential improvements and future success of the Daewoo Express website.

**Follow up after Elicitation:**

* **Organize and Share Notes:**
  + Compile detailed reports from interview transcripts and stakeholder discussions.
  + Analyze findings to inform website development priorities.
* **Document Open Issues:**
  + Address any unresolved concerns, such as technical challenges or conflicting requirements.
  + Establish clear action plans for addressing open issues and communicate them to relevant stakeholders.

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* **For Observation:**

**1. Preparation:**

* **Decide What to Talk About:**
  + Determine key areas of focus such as website usability, booking process, and feedback mechanisms.
* **Make a List of Questions:**
  + Prepare a set of questions covering user experiences and preferences related to the website.
* **Create Simple Pictures:**
  + Develop visual aids showcasing different parts of the website to facilitate discussion during interviews.

**2. Perform Elicitation Activities:**

* **Lead Discussions:**
  + Engage with members of the website team to understand their perspectives and insights.
* **Ask Prepared Questions:**
  + Pose questions regarding user experiences, pain points, and suggestions for improvement.
* **Show Website Pictures:**
  + Present visual representations of the website to gather feedback and generate ideas for enhancement.
* **Listen Actively:**
  + Pay close attention to responses and ask follow-up questions to gain deeper insights.
* **Encourage Participation:**
  + Foster an environment where team members feel comfortable sharing their thoughts and ideas.

**3. Follow Up After Elicitation:**

* **Take Notes:**
  + Document key points and insights gleaned from the discussions.
* **Share Notes with the Team:**
  + Circulate the summary of observations among the team members for review and feedback.
* **Identify Problems or Questions:**
  + Identify any issues or questions that arise during the observation process.
* **Assign Responsibility for Solutions:**
  + Delegate tasks to team members to address identified problems and track progress towards resolution.

By following these steps, Daewoo Express can gather valuable insights from team members regarding the website's strengths and areas for improvement. This collaborative approach ensures that the website is continuously refined to better meet the needs and preferences of its users.

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* **For Questionnaire:**

**Prepare for Elicitation:**

* **Understand Scope and Agenda:**
  + Clarify the objectives of improving the Daewoo Express website, such as enhancing user experience, increasing ticket bookings, and improving customer satisfaction.
* **Prepare Resources:**
  + Develop survey questions tailored to gather insights about website usage, satisfaction, and preferences.

**Survey Questions:**

1. **On a scale of 1 to 5, how frequently do you use online platforms for booking intercity bus tickets?**

1: Never

2: Rarely

3: Occasionally

4: Frequently

5: Very frequently

1. **On a scale of 1 to 5, how valuable do you find the features or functionalities offered by online ticket booking platforms like Daewoo Express?**

1: Not valuable at all

2: Somewhat valuable

3: Moderately valuable

4: Very valuable

5: Extremely valuable

1. **On a scale of 1 to 5, how satisfied are you with the current online ticket booking platforms available in the market?**

1: Not satisfied at all

2: Slightly satisfied

3: Moderately satisfied

4: Very satisfied

5: Completely satisfied

1. **On a scale of 1 to 5, how important is it for you to have a user-friendly and intuitive booking process on online ticketing platforms?**

1: Not important at all

2: Somewhat important

3: Moderately important

4: Very important

5: Extremely important

1. **On a scale of 1 to 5, how likely are you to recommend improvements in online ticket booking platforms like Daewoo Express to better meet your travel needs?**

1: Not likely at all

2: Slightly likely

3: Moderately likely

4: Very likely

5: Extremely likely

**Perform Elicitation Activities:**

* **Elicitation Session:**
  + Introduce the purpose of the survey and explain the importance of gathering user feedback.
  + Administer the questionnaire to participants either online or through other means.
* **Survey Results:**
  + Analyze the survey responses to identify patterns and insights.
  + Summarize the findings to understand the frequency of website usage, satisfaction levels, and areas for improvement.

**Follow up after Elicitation:**

* Organize and Share Notes:
  + Compile the survey results and organize them for further analysis.
  + Share the findings with the relevant stakeholders, including website developers and management.
* **Requirement Elicitation Insights:**
  + Difficulty in finding features suggests a need for improved website navigation and user interface design.
  + Low satisfaction with existing online booking platforms indicates opportunities for Daewoo Express to differentiate and improve its service.
  + High usage frequency highlights the importance of adding more features to the website to enhance convenience and efficiency for customers.
  + Preference for user-friendly features over financial advice suggests focusing on enhancing the booking process and customer service rather than adding additional financial services.

By applying these insights, Daewoo Express can prioritize website enhancements that align with customer preferences and improve the overall user experience.

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