

Figure 1

Skyline Queenstown over lake Wakatipu



Skyline Queenstown, 2020

Dominic Nathan

LRQ Website Improvement

Project Proposal / Case Study

Title Page

LRQ Research Report

Project Proposal/ Case study

Bachelor of Applied Information Technology

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Assessment Number 3

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Stakeholders

Name	Functional Role	Requirement Role	Version & Date Approved
Dominic Nathan	Business Analyst	Author	N/A
Matthew Mckelvie	Project Sponsor & Champion	Approver	
Jane Mckelvie	Project Champion	Approver	
Patrick Parata	Project Champion	Reviewer	N/A
Patrick's Team	Project Team	Reviewer	N/A
LRQ's Staff	Project Team	Reviewer	N/A

Matthew Mckelvie – is the project sponsor and one of the owners of LRQ, he is passionate about the hospitality industry. His skills in DMBS will help develop the back-office system.

Jane McKelvie – is a project champion and owner of LRQ, she also shares a passion for the hospitality industry. She has excellent market researching skills.

Patrick Parata – is a project champion, he is passionate about bringing the best experience to customers. He has skills in loyalty programs and can speak five languages.

Executive summary

The McKelvie's Matthew and Jane own a luxury boutique resort in Queenstown, located on the waterfront of Lake Wakatipu. This resort has 20 luxurious lodges ranging in size from 2 to 3 bedrooms and eight small cottages. Each lodge has access to a private jetty which provides access to Lake Wakatipu

Queenstown has attracted roughly 3.9 million people within the last year (StatsNZ, 2019), this beautiful tourist destination is home to an urban population of 16,000 people (Wikipedia, 2020). Queenstown is highly popular with tourists as it has a vast range of attractions from snowboarding and skiing (Cardona, 2020) to a romantic cruise around the stunning lake Wakatipu (GetYourRide, 2020). Queenstown offers a lot of business for hospitality businesses since it is such a bustling tourist destination.

Through discussions with Matthew and Jane McKelvie, I have ascertained that the HTML has not been updated since 2004 and that they would like it updated to HTML 5.0. A new back-office system needs to be implemented so they can upload photos to their website and make changes to the website pages, the website must be able to work on most of the popular web browsers.

Completing the project will allow LRQ the use of new features with HTML. These new features let customers make online bookings, access photos of their room, date selection, and automated email confirmation. These new features will help LRQ reach a larger audience and will strengthen its business foundation for future improvements. While the project is in progress, we will implement a new booking system into LRQ's current website so they can still function as a business.

In conclusion, I believe these changes will help LRQ not just in the present but also in the future, the new systems will make it easier for staff to manage bookings and will allow the business access to change their web pages. I think that these website changes will help make the website feel sleek and modern attracting more customers.

Assumptions and unknowns

ID	Description	Assigned To	Status
Unknown- 1	Need to find out what features from HTML 5.0 they would like implemented into their website	Dominic Nathan	Ongoing
Unknown- 2	Need to find out if they have any current back-office system at all	Dominic Nathan	Resolved: I have emailed Matthew and he has said that they do not have a current back-office system and one will need to be built from the ground up.

1.0 Procedure

- Queenstown Skyline (2020, September 9). *Queenstown gondola bluebird [Photograph]*. Skyline Queenstown.
<https://www.skyline.co.nz/en/queenstown/>
- StatsNZ. (2019, 15 October). *Queenstown visitor numbers snowball*.
<https://www.stats.govt.nz/news/queenstown-visitor-numbers-snowball>
- Wikipedia. (2020, 22 October). *Queenstown, New Zealand*
[https://en.wikipedia.org/wiki/Queenstown, New Zealand#:~:text=Source%3A%20CliFlo-,Demography,area%20in%20Otago%2C%20behind%20Dunedin.](https://en.wikipedia.org/wiki/Queenstown,_New_Zealand#:~:text=Source%3A%20CliFlo-,Demography,area%20in%20Otago%2C%20behind%20Dunedin.)
- Cardona. (2020). *Cardona 40 years of Cardona Alpine Resort*.
<https://www.cardrona.com/winter/>
- GetYourGuide. (2020). *Lake Wakatipu*.
https://www.getyourguide.co.uk/discovery/-/l4469/?cmp=ga&cq_src=google_ads&cq_cmp=6541827757&cq_con=80328051353&cq_term=lake%20cruise%20queenstown&cq_med=&cq_plac=&cq_net=g&cq_pos=&cq_plt=gp&campaign_id=6541827757&adgroup_id=80328051353&target_id=aud-361607022877%3Akwd-353139509454&loc_physical_ms=1011038&match_type=e&ad_id=388224758327&keyword=lake%20cruise%20queenstown&ad_position=&feed_item_id=138553452664&placement=&device=c&partner_id=CD951&qclid=Cj0KCQjwufn8BRCwARIsAKzP697kGFT92qXACCTAqdFHVfp3igKWHjAPfqZVNWVQW5-brD6DU0zdN1kaAt8bEALw_wcB&utm_force=0

2.0 Findings

2.1 Business Requirements

ID	Description	Rationale	Source
BR-1	Website updated with most recent HTML, CSS, and web technologies; these updates will enable the website use of new features.	Key project driver. Important to have as this is the most critical element that enable the website to function	Matthew McKelvie, Project Sponsor
BR-2	Website must be accessible through multiple browsers, this will allow LRQ to reach a larger customer base.	Key so that customers can have access to the website on any device.	Matthew McKelvie, Project Sponsor
BR-3	Email booking confirmation system, back office system and app development.	Important as it allows LRQ to confirm or cancel bookings	Matthew McKelvie, Project Sponsor

2.2 User Requirements

ID	Description	Rationale	Source	Parent
UR-1	Updating the LRQ's website HTML will let the user navigate through the site with ease.	Customers will be able to navigate through the website easier.	Matthew McKelvie, Project Sponsor	BR-1
UR-2	Updating the LRQ's website HTML will allow the user to select a room, and an arrival date and departure date.	Customers will be able to select rooms and dates with ease.	Matthew McKelvie, Project Sponsor	BR-1
UR-3	Updating the LRQ's website HTML will enable users to click on linked photos.	Customers will be able to click on photos which will be linked to the rooms with more specific detail	Matthew McKelvie, Project Sponsor	BR-1

2.3 Functional Requirements

ID	Description	Rationale	Source	Parent
FR-1	Room availability and room unavailability of selected dates.	Key design aspect as it informs the customers a room is available and unavailable on their selected dates.	Matthew McKelvie, Project Sponsor	UR-1
FR-2	Confirmation of booking, email sent to office confirm or cancel booking.	Key design aspect as it informs the customer that their booking has been confirmed, this process also informs the office about confirmation or cancelation of bookings.	Matthew McKelvie, Project Sponsor	UR-2
FR-3	Linked photos allow the customer access rooms through photos.	Key design aspect as it will allow users to navigate the website and view rooms with ease.	Matthew McKelvie, Project Sponsor	UR-3

2.4 Non-Functional Requirements

ID	Description	Rationale	Source	Parent
NFR-1	Upgrading LRQ's connectivity and connection speed.	Upgrading LRQ's internet to fibre will allow them to access their website faster and more effectively.	Matthew McKelvie, Project Sponsor	BR-2
NFR-2	Reliable server hosting for the website.	Adding reliable server hosting will reduce the amount of downtime and issues LRQ have with their website.	Matthew McKelvie, Project Sponsor	BR-1
NFR-3	Back-office system for changes to web pages and photos throughout the website.	The back-office system is for future updates to the website.	Matthew McKelvie, Project Sponsor	BR-3

3.0 Conclusions

3.1

In conclusion, the proposed changes will provide a reliable and multi-functional website this will in turn reduce the workload on LRQ staff. The website should reduce the number of lost customers.

3.2

In conclusion, because of the new back-office system, LRQ will be able to change its website in the future with relative ease, with minimal training required. I should get the job as it will be delivered to specifications and to a high professional standard.

4.0 Recommendations (INFO501)

It is recommended that Luxury Resort Queenstown update their HTML and add a back-office system. These new features let customers make online bookings, access photos of their room, date selection, and automated email confirmation.

- 4.1 The project will be delivered within time and to the specifications of this document.
- 4.2 The project will be delivered within cost, as this is a fixed cost proposal.
- 4.3 The specifications will be delivered in full and without errors.

Scope / constraints (INFO502 only)

Scope

The goal of this project is to provide Luxury Resort Queenstown with a new and functional website. This website will be able to access many new features such as a back-office, automated email confirmation, online booking systems, and photo galleries of each room. These will provide a foundation for the website and enable access to the website for any future changes LRQ wishes to make.

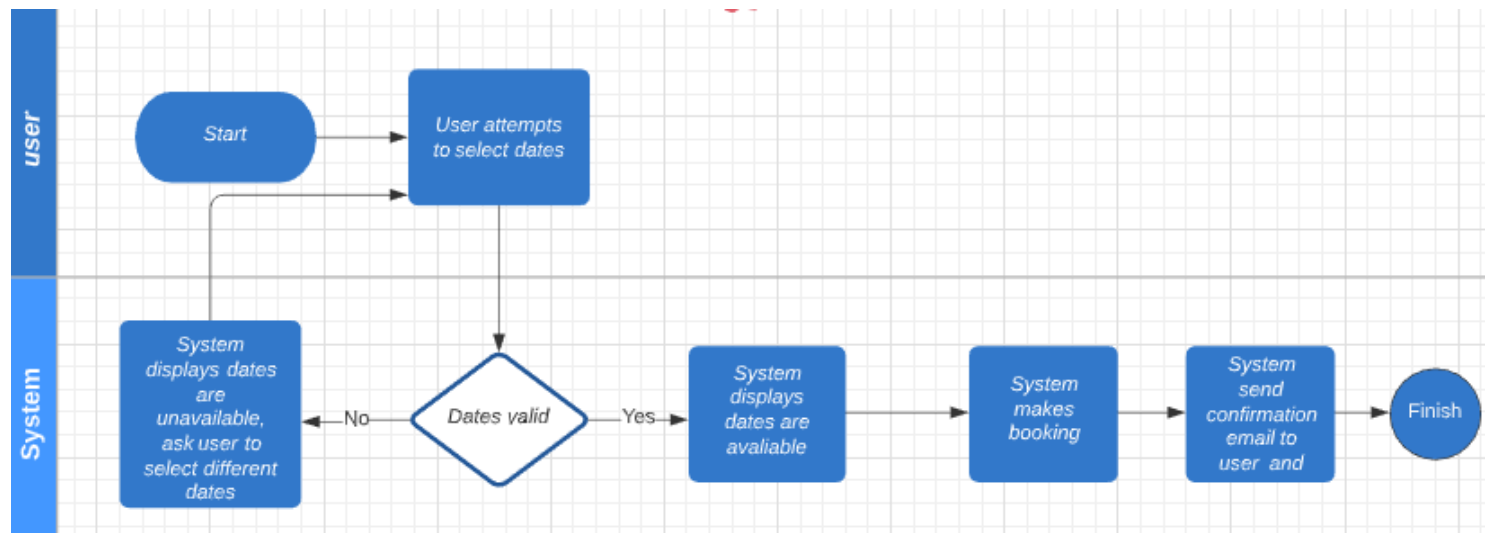
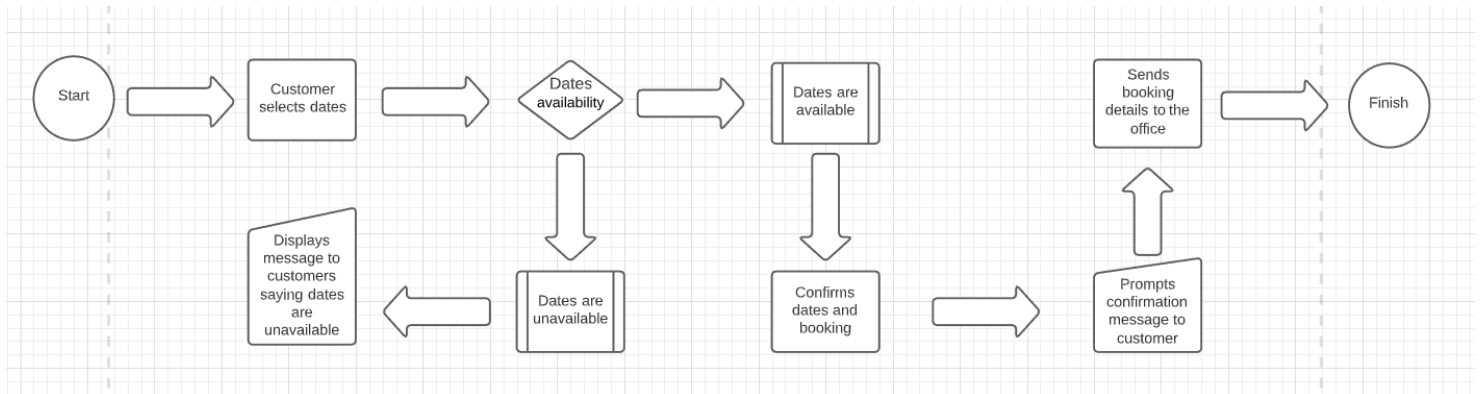
Constraints

- The booking system on LRQ's current website needs to be prioritised, the business will not be able to function properly. This should be one of the first tasks that is completed.
- Since new systems are being implemented such as the new back office system and online booking system, there will need to be lots of testing done to ensure these systems are working. This may end up taking some time as it takes time to debug.

Reference List

- Queenstown Skyline (2020, September 9). *Queenstown gondola bluebird [Photograph]*. Skyline Queenstown.
<https://www.skyline.co.nz/en/queenstown/>
- StatsNZ. (2019, 15 October). *Queenstown visitor numbers snowball*.
<https://www.stats.govt.nz/news/queenstown-visitor-numbers-snowball>
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https://en.wikipedia.org/wiki/Queenstown,_New_Zealand#:~:text=Source%3A%20CliFlo-,Demography,area%20in%20Otago%2C%20behind%20Dunedin.
- Cardona. (2020). *Cardona 40 years of Cardona Alpine Resort*.
<https://www.cardrona.com/winter/>
- GetYourGuide. (2020). *Lake Wakatipu*.
https://www.getyourguide.co.uk/discovery/-/4469/?cmp=ga&cq_src=google_ads&cq_cmp=6541827757&cq_con=80328051353&cq_term=lake%20cruise%20queenstown&cq_med=&cq_plac=&cq_net=g&cq_pos=&cq_plt=gp&campaign_id=6541827757&adgroup_id=80328051353&target_id=aud-361607022877%3Akwd-353139509454&loc_physical_ms=1011038&match_type=e&ad_id=388224758327&keyword=lake%20cruise%20queenstown&ad_position=&feed_item_id=138553452664&placement=&device=c&partner_id=CD951&qclid=Cj0KCQjwufn8BRCwARIsAKzP697kGFT92gXACCTAqdFHVfp3igKWHjAPfqZVNWVQW5-brD6DU0zdN1kaAt8bEALw_wcB&utm_force=0

Appendices



Terms of Reference

Matthew and Jane McKelvie asked for the report

They asked for the report by the 8th November 2020

The Report investigates some basic knowledge of Queenstown and what updates and requirements LRQ would like.

Need to be submitted by the 8th November 2020

I recommended that Luxury Resort Queenstown update their HTML and add a back-office system. These new features let customers make online bookings, access photos of their room, date selection, and automated email confirmation.