

Introduction

Customer and users

The environment

Tasks and procedures currently performed

Competing software

Existing software: <https://bookwhen.com>

One of the advantages of this software is that it allows a demo for the user to try out the service and see if it's the right fit for them, it also has a personalised feel to the about section of the website as it displays all of its support staff so that it adds a layer of human interaction for the user to promote them using this software. However, as a free user you cannot get yourself into a waiting list for a training course or get class passes for certain courses.

Existing software: <https://www.bookinghound.com>

This software doesn't even allow for users to change their booking date or pay an outstanding balance if they are a non-paying user, the barrier of entry is somewhat high for users so gaining new users might be difficult with this model.

The existing software shown above both follow the Player-Role design pattern, as they both have a subscription model which offers up more features the more the user is willing to pay, for our software we could avoid this design pattern entirely and gain a competitive advantage by offering up all of our services at a flat cost. The most effective way to gain new customers would be to offer up services at no entry cost and monetize through advertising of courses that companies what potential employees to have.

Domain model