**22/05/2020 - Week 3**

**Attendance: Paul, Brendan, Ahmed, Jee**

[**Link**](https://docs.google.com/document/d/1KSr57UMxq8CdEKYw29ff1GFVlF_K2ZpYzuveZciIMjI/edit?usp=sharing) **to Week 1 Empathy Map**

[**Link**](https://docs.google.com/document/d/1f2_4zFS979mD5F_KEx4AiUvfd-nh7gTVSUp0zZNehdU/edit) **to Week 2 Work**

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| Your Design Thinking approach to address the problem with artefacts | Ideation using the above, i.e. using Stages 1 and 2 of the design thinking process.    200-300 word reflections and brainstormed ideas; stating any assumptions made.    Prioritised *backlog* | ● Include a reflection (text) that also describes any assumptions you made that was not made explicit in the assignment description. Include your use of POV statements to develop How Might We (HMW) statements.  ● Create a *blacklog.* This needs to be prioritized.  ● The backlog is created and this needs to be managed using issues in Github i.e., issues are progressively “closed” as the project gets done. The commit that closes each issue should be clearly stated.    ● Meaningful commits from every student each week. Interleaving of commits is expected.  ● Commits should identify when this part of the report was added to or modified in the markdown file. |
| Workproducts, models and descriptions. | Prototyping and models    Iteratively complete:    - Use case diagrams  - Activity diagrams  - Class diagrams  - Collaborative Diagrams | ● Issues get removed as their corresponding models are added to the markdown file [use cases are developed from the backlog (1 to 3 or 4) user stories can be used to create a use case. The use cases are then used to create activity diagrams. These are then used to create class diagrams and collaboration diagrams.  ● Commits should identify when this part of the report was added to or modified in the markdown file |

User Story Map - ‘backlog’

Use Cases - combine two or 3 user stories.

Use Case Narrative - 3 narratives.

User Case Map -

Activity Diagrams -

Class Diagram

Collaborative Diagrams

**User Stories** - develop how might we statements

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| **User Story ID** | **Intended Action** | **Primary User** | **Desired Effect** |
| US## | [How might we] | [for] | [so that] |
| US01 | How might we adjust the sales process of holiday packages, | for customers, | so that purchasing experience is expedited. |
| US02 | How might we refine the matching process, | for RMs, | so that the chances of a sale are higher. |
| US03 | How might we alter our offer-notification system, | for customers/potential customers, | so they can be regularly notified of our current offers. |
| US04 | How might we display a customer’s profile, | for RMs, | so RMs can better tailor the customer’s experience. |
| US05 | How might we best find a suitable RM, | for customers, | so that customers can have the best sales experience. |
| US06 | How might we implement a memo system, | for RMs, | so that a detailed call log can be kept. |
| US07 | How might we create a script, | for RMs, | so they can eloquently advertise/sell their packages to customers. |
| US08 | How might we store previous call logs and customer details, | for RMs, | so that the user experience is enhanced. |
| US09 | How might we facilitate the modification of existing bookings, | for customers, | so that personal information can be altered if necessary. |
| US10 | How might we display our brochures, | for customers, | so that they can view current, available offers. |

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| US01 | As a customer, | I want to have a smooth process when purchasing holiday packages | So that I can swiftly find the appropriate holiday package | High | 4 |
| US03 | As a customer, | I want to receive details of the trips from the travel company | So that I can decide wisely on which trip to take. | High | 2 |
| US05 | As a customer, | I want to be matched with an appropriate RM | So that I can rely on their expertise to find an appropriate holiday package. | High | 4 |
| US09 | As a customer, | I want the ability to change my travel booking | So that I can update my personal information if my circumstances change.  Assumption: Online portal | High | 3 |
| US10 | As a customer, | I want to view an ebrochure | So that I can readily view holiday destinations in advance  Assumption later. | Medium | 1 |

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| US04 | As a RM, | I want to view a customer profile | So that I can provide additional options to the customers according to their needs. | Medium | 2 |
| US06 | As a RM, | I want an online memo system | So that I can easily log down the call details. | Medium | 1 |
| US07 | As a RM | I want to be provided with a script for each package | So that I can smoothly advertise the package to the customers. | Medium | 1 |
| US08 | As a RM, | I want to have customer details and previous call logs available, | So that we can improve call quality and the user experience. | Medium | 2 |

**Use Cases**

Create employee profile

Create customer account and profile using Profiler Tool (Assumption: Profiler Tool exists)

RMs use the profiler tool to match themselves with customer

Outbound calls: Targeting potential customers (assumption: these are customers who have generated a profile but have not called the travel agency as of yet)

Inbound calls: Customer calls agency, also include Interactive Voice Response Unit alternate path.

Post-sale - call logs, sending travel package details

**Tasks to Complete by next Thursday**

4 user case narratives

Create employee profile - Brendan

Create customer profile - Paul

Inbound calls - Jee

Outbound Calls - Ahmed

Diagrams

Jee - Use Case Map

Brendan - Class Diagram

Paul - Collaboration Diagram

2 Activity Diagrams - for any 2 use cases - Ahmed