# Creating an App for a Car Wash- Topic Proposal

## A description of the Topic

The paper details a proposed app to increase customer loyalty at a car wash business. Basically, the proposed app is aimed at making things easier for the customers such that they keep on coming back to have their cars washed. The app will be able to do the following to support the customers: schedule appointments, order services, create a customer loyalty program and have a feedback system for the customers to give feedback on service.

Like many other organizations operating within a dynamic business environment, the car wash business has to deal with the changes in its operating environment; change and innovate to be able to remain competitive and to continue serving the needs of its customers more effectively. This need has led to planning as well as management of information systems to be considered critical within any business (Denolf, 16).

While a business have a website, there is still lack of a system that is targeted to addressing the needs of the customers for timely delivery of services. (Grover & Lyytinen, 271). The positivist approach can be used in explaining what is lacking within the company in as far as information systems are concerned. Decision making in relation to management of customer relations, employee relations, products and communication with other stakeholders of the organization cannot be effectively made without effective use of information systems (Denolf, 18).

Customer relations, is the immediate need that will be addressed by developing the proposed app. The way the demands are met and the innovative products delivered to the customers are equally important. Without streamlined

systems for the management of customer service, the company will have issues such as errors in processing customer orders, managing customer loyalty programs and maintaining capacity in line with expected demand.

**Project Objectives**

The main objective of this project is to design, develop, implement and test an app to meet the needs of the customers for effective, efficient and timely delivery of services at the car wash business. The system will assist the institution in keeping and managing customer information, effective ordering and scheduling, managing the customer loyalty program and seeking feedback from customers.

The project is also supposed to help the business in decision-making, with proper record keeping and information management and because it will enhance report generation to inform the management about fulfillment of the needs of the customers. Additionally the app can be used as a platform to facilitate payments for the car wash. Finally the data from the app can be utilized to tentatively plan ahead and insure that adequate capacity is maintained to serve future orders. Thus, the app will be developed with the needs of the customers and the management in mind. Eventually, when the business capacity is bought, the app can be used to schedule at home service for clients.

**Testable Hypothesis**

In this project, it is expected that developing the app will increase customer loyalty to the business. This is because the customers are most likely to be satisfied with the services offered and will keep on coming back for the services. Following implementation of the app, evaluation will measure customer satisfaction and their continued use of the services. There will also be measuring of the increase in the

number of clients following the implementation. Feedback from the customers will also provide important information on whether or not their objectives are met.

**Faculty Mentor**

Having a faculty mentor is an essential part of the project. As understood in the announcements, Dr. Narock will be available hopefully to guide me as a mentor throughout the project.

**Project Timeline**

Various items have to be completed to ensure timely delivery of the app to the business. To be able to achieve this, there are various actions that will be taken from planning the development of the app, to design, development and implementation. The timeline below shows how these activities will be broken down throughout the semester.

October-November 2015

| Task | 1-15 Oct | 16-20 Oct | 21-31 Oct | 1-15 Nov | 16-25 Nov | 26-30 Nov |
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| Planning for the project | | | | | | |
| Writing hypothesis and objectives | | | | | | |
| Design and methodology proposal | | | | | | |
| Development of the app | | | | | | |
| Implementation | | | | | | |
| Report writing | | | | | | |

Work Cited:

Denolf, Janne M., et al. "Towards A Framework Of Critical Success Factors For Implementing Supply Chain Information Systems." *Computers In Industry* 68.(2015): 16-26.

Grover, Varun, and Kalle Lyytinen. "New State Of Play In Information Systems Research: The Push To The Edges." *MIS Quarterly* 39.2 (2015): 271