<u>Project</u>
Bringing Scrappy Compost to the Web

Company Overview

Scrappy Compost is a small composting organization in a rural town. Customers who sign up for their service receive a bucket where they can deposit food scraps. Once a week, they can place their bucket on the side of the road and a driver from Scrappy will collect the bucket and its contents, and leave a clean, empty bucket for the customer to use for the week. Customers can request a bag of garden-ready mulch at any time for a small fee, which will be delivered with their next bucket exchange.

The company has a similar model to this company, [Garbage to Garden](#), based in southern Maine.

The owner of Scrappy Compost, Melinda, has been operating the service for a long time, but they haven't done well with keeping up with current technology trends. Currently they only advertise in the local newspaper, and customers can only sign up over the phone or in person. Melinda has hired *you*, as a business intelligence analyst, and a web-developer, Emily, to bring the business online.

Project Overview

Melinda wants to allow customers to sign up for the service online. Scrappy Compost has a website already, but it only contains information about the service and the business' phone number and address. Melinda wants to add functionality to the website to allow customers to sign up for the service online. Once the customer has subscribed through the website, the customer will be added to the customer database (which is already computerized, phew) and added to the delivery list.

Company Employees

Scrappy Compost has the following employees:

Management
- **Melinda Greene**, Owner, Operator. Handles all major decisions and accounting.
- **Rakhi Greene**, Chief Operations Officer. Manages company operations and customer database.
- **Clio Mulch**, Facility Manager. Manages the composting facility itself, including hiring and training workers.
- **Mario Flint**, Logistics Manager. Manages the driver team, including scheduling, routing, and hiring of drivers.

Labor
- **Emily Loam**, Web Developer, hired to expand the website.

- **Dusty Brown**, Facility worker
- **Jim Rock**, Facility worker
- **Austin Slate**, Facility worker
- **Christian Rose**, Driver
- **Patricia Budd**, Driver
- **Dwight Thorne**, Driver

Requirements Elicitation

Me: Hi Melinda! Thanks for talking with me today. I've gone over your proposal, and I'd love to clear a few things up with you.

Melinda: Sounds good!

Me: First, I just wanted to get an idea of the current process you have for acquiring new customers, and how you see the website expansion fitting into that.

Me: Sure! So currently customers are all signed up over the phone. When a customer wants to enroll in a subscription or update their subscription, they call in to the customer services team. If they are a new customer, their credit card and other information is collected by the customer service member, and then added to the customer database. If it's an existing or returning customer activating or deactivating their account, then that is changed in the database as well. The facility and delivery manager constantly update their internal process to support any new customers.

In terms of the website expansion, the website should be able to allow customers to create a username and sign up for a subscription, entering the needed information, including their name, email address, phone number, and credit card number. They should immediately be added to the database and added to the service. Existing customers should be able to log in at any time and update their info, such as their address or payment information, or start or cancel a service subscription.

Me: Great! And you're hoping this will increase signups? How much of an increase are you looking for?

Melinda: We're hoping to get at least a 20% increase in subscribers by next spring.

Me: So is the spring the deadline for implementing this?

Melinda: Yes. We're aiming to launch by March 1st. If it looks like we're getting more than a 30% increase, Clio and Mario will need to scale up production, so they'll be very interested in seeing how things progress.

Me: How will you drive new customers to the website?

Melinda: We'll run some ads using Google Adwords, and we're hoping for a 8% click-through rate (CTR) or we'll have to re-evaluate.

Me: Great, and you're aware of the costs for the web development and advertising?

Melinda: Yes, we've budgeted $50,000 for everything.

Me: Okay great! This is enough for me to write up some requirements documentation. Talk to you soon!

Melinda: Thank you!

Scrappy Compost Business Requirements

Step 1: Project Summary

Project Summary	Scrappy Compost is a small composting organization seeking to acquire more customers by allowing new customers to sign up online. The company will have a 20% increase in new customers by next spring by expanding their website.

Step 2: Defining the Business Problem

Main Goal	Expand website to allow customers to sign up online.
Question to be Resolved	How can Scrappy Compost's website be improved to increase subscribers?
Context	Scrappy Compost currently only allows new customers to sign up over the phone or in person.

Step 3: Goals and Measurements

Goal	Success Criteria
Increase total customers	20% increase in sign ups
Increased website traffic	8% click-through rate

Step 4: Constraints

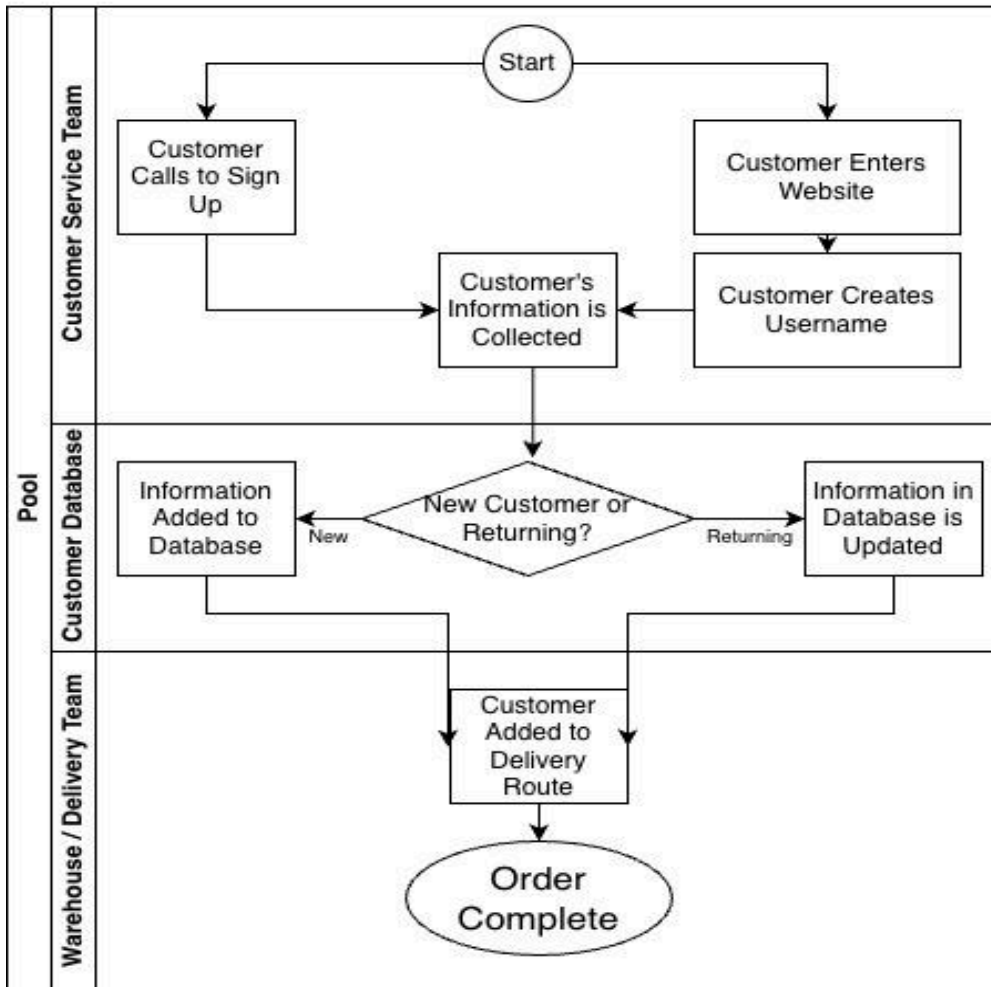| Timeline	The project should be completed by March 1st.
Budget	$50,000
Resources/Production	Production must be scaled up if there is more than a 30% increase in subscribers.

Step 5: Stakeholders
Power / Interest grid

Keep Satisfied (Low Interest, High Power)	**Manage Closely** (High Interest, High Power)
• **Clio Mulch**, Facility Manager • **Mario Flint**, Logistics Manager	• **Melinda Greene**, Owner, Operator • **Rakhi Greene**, Chief Operations Officer
Monitor (Low Interest, Low Power)	**Keep Informed** (High Interest, Low Power)
• **Dusty Brown**, Facility worker • **Jim Rock**, Facility worker • **Austin Slate**, Facility worker • **Christian Rose**, Driver • **Patricia Budd**, Driver • **Dwight Thorne**, Driver	• **Emily Loam**, Web Developer

Functional Requirements

Process Flow Diagram

New Delivery Customer Acquisition

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Pool

Customer Service Team
    Start

    Customer Calls to Sign Up          Customer Enters Website

                                       Customer Creates Username
    Customer's Information is Collected

Customer Database
    Information Added to Database   New Customer or Returning?   Information in Database is Updated
                              New                        Returning

Warehouse / Delivery Team
    Customer Added to Delivery Route

    Order Complete
```

Domain Model