**Business Case**

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**Organization:** St. Clair College  
**Department:** Zekelman School of Information Technology

**Requirement and Justification**

The proposed project is an online survey who’s result would be quantifiable and reasonable suggestions regarding student experience in the IT department of St Clair College.

The survey would be beneficial for the college to make improvements to the facilities provided by the college to the students and get valuable feedback regarding currently available services.

**Functional requirements:**

1. Survey creation and distribution:
   * The tools used should facilitate the creation of a comprehensive student experience survey.
   * Survey distribution methods should include online platforms such as Blackboard and WhatsApp groups.
2. Data Collection and Analysis:
   * Capability to collect, store, and organize survey responses securely.
   * Integration with data analysis tools (e.g., Tableau and Python) for efficient analysis and visualization.
3. Question Types:
   * Support a variety of question types, including multiple-choice, open-ended, Likert scale, and matrix questions, to capture diverse feedback.

**Non-functional requirements:**

1. Data Security:
   * Ensure compliance with data security standards to protect the confidentiality of survey responses.
2. Scalability:
   * The system should be scalable to accommodate a potentially large number of survey respondents.

**Solution and Cost estimation**

* **Survey Software:** Utilize Microsoft Forms for its user-friendly interface, ease of survey creation, and integration capabilities with other Microsoft applications.
* **Data Analysis Tools:** Employ Tableau and Python for their robust data analysis and visualization features, allowing for in-depth examination of survey results.
* **Communication Channels:** Utilize Blackboard, WhatsApp groups, and in-person visits for survey promotion, ensuring a multi-channel approach to maximize reach.

**Cost Estimation:**

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| **Resources** | **Cost** |
| Employees (Manager, Analysts, etc.) | $2.5M |
| Technology (Forms, GCP, Automate, Tableau) | $400K |
| Communication Tools (Printing flyers) | $400K |
| Promotion | $400K |
| Contingency fund | $280K |

**Benefits of investing in this solution**

* The investor (St Clair College) will be able to get valuable insights regarding what percent of students currently are aware of and use the college amenities. They would be able to make changes to the services presently available at the student’s disposal based on the feedback they receive.
* It would also help the college help understand the current rating that the students provide regarding their overall experience with the college based on the survey.
* A commitment to continuous improvement and responding to student needs provides a competitive advantage, attracting prospective students and maintaining a positive reputation.
* By regularly conducting surveys and analyzing results, the institution can measure the impact of implemented changes and initiatives on student satisfaction and experience.