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CSD 310: Database Development and Use

Project Milestone: Outland Adventures

Milestones 1

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**Outland Adventures**

## **Business Overview**

Blythe Timmerson and Jim Ford, both outdoor enthusiasts, opened Outland Adventures as a sideline to their full-time careers. They hoped to cater to other people who enjoyed hiking and camping in far-off places. They thought that if they could arrange guided trips, provide the equipment needed, and develop the right advertising, then Outland Adventures might just succeed. When it became apparent that they had identified a much-needed market, they both quit their current jobs and devoted their full time and energies to their joint venture.

When they started running Outland Adventures, they hired two guides; John ‘Mac’ MacNell and D.B. ‘Duke’ Marland. These two would be in charge of organizing and planning the trips, including investigating airfares, visa requirements, and inoculations. Blythe and Jim also hired Anita Gallegos to take over the marketing aspect of the organization. Dimitrios Stravopolous is responsible for ordering supplies for the trips as well as keeping the equipment inventory up to date. Customers may either rent or buy their equipment outright. Mei Wong has just been hired to develop an eCommerce site where potential customers can find out information about Outland Adventures, check on trip schedules, and purchase hiking and camping equipment.

While Blythe and Jim have been taking care of the administrative and office operations, they have recently started wondering if it was time to optimize the organization. Some of the questions to be answered are:

Do enough customers buy equipment to keep equipment sales?

So far, they have conducted treks in Africa, Asia, and Southern Europe. Is there anyone of those locations that has a downward trend in bookings?

They are a little concerned about the age of some of the inventory. Are there inventory items that are over five years old?

# **Milestone One**

Find your group area and introduce yourself. Include when and how you will be available during the week. Read through the case studies and, as a group, select one for your final project. Create a list of business rules for your case study, including any assumptions you make. Using those business rules, create an initial ORD to satisfy those rules. The deliverable this week is a Word document that has your group name at the top, members of the team, which case study was selected, business rules, and an initial ORD.

## Outland Adventures Staff

Owners: Blythe Timmerson and Jim Ford

Guides: John ‘Mac’ MacNell and D.B. ‘Duke’ Marland

Marketing: Anita Gallegos

Inventory: Dimitrios Stravopolous

Ecommerce: Mei Wong

## Business Rules

* One guide can have many customers
* One customer can have many supplies
* One trip can have many supplies
* One trip can have one guide
* One trip can have many customers

### Assumptions

* Guides are working solo
* The guides are both experts at all three trek locations
* The business has brick and mortar locations with warehouses for supplies storage in each location
* Guides already have their supplies needed for each location and will not need log their supplies in the database
* The customers will not bring their own supplies to the trips they will either buy or rent
* They have enough data from each location and bookings to observe trends within the data in order to make assessments

## ORD

