

MyStuff Project

Business Case

Meyer Photography is gracefully embracing the paradigm shift from print and traditional photography to the world of digital photography and storage. The consultants have been tasked with incorporating digital photography and digital photograph management as the new flagship business products of Meyer Photography. With this re-evaluation of the business market, Meyer Photography has deemed appropriate a name change in conjunction with the new digital sector. Meyer Photography will now be known as MyStuff Digital Photography Solutions.

Meyer Photography has always been a prestigious brand for the Wasatch Front region, and the challenge is to create an equally prestigious and attractive digital photography solution that will contribute to an already illustrious reputation. This new business sector will improve the public image, attract new customers, and increase customer loyalty. MyStuff seeks to convey to customers their new slogan “Digital Life My Way”.

The new digital sector will include all digital markets, including but not limited to:

- Audio
- Video
- Hardware
- Communications
- Photography
- Television
- Radio

However because of the enormous scale of the undertaking, MyStuff has chosen to focus on a digital photography and digital photograph management. Through the success of the digital photography solution, they hope to be able to attract investors to fund their other business sectors in the future. This report is an outline for the creation and implementation of the new MyStuff digital photography management suite.

System Capabilities

- Online purchase and product search
- User database with segregation for customers, employees, managers, and C-level staff
- Customer memberships for tracking purchases, repairs and digital storage
- Store inventory lookup
- Rental and repair in-store management
- Digital photography conversion for employees
- Digital photograph upload for customers
- Customer album sharing
- Item status edits (change from rental&sale to sale only, etc)
- Managerial overrides for late fees and damage schedules
- Order tracking
- Managerial inventory and rental reporting
- Drill-down reporting for C-level staff