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Final Project Proposal

My first real job was working at a local aquarium in Albany, Georgia. The aquarium offered "memberships" to the aquarium which were 1 year passes for families. They came in four levels; Individual, Family, Friend, and Contributor levels. Each one includes a set number of tickets to the movie theater as well as admission for a specific number of people; per visit, not specific. A membership card included an image of the primary holder and two names which would need to be accompanying anyone using the card. During my time their sales associates at the ticket office would earn rewards for selling memberships. For example; selling an Individual membership would get you $2 while selling a Friend would get you $5.

Memberships were tracked in an Excel document, and dates were inputted manually when renewed; having the sales associate calculate original end date and new end date as an update. When a customer would need to update the document, it required taking note in the sales office and sending it to the Membership Manager who would update the record on the master Excel file. We had software that would create the entry for new sales and take the user's image and print out the card and it would push to the Excel document. As for tracking associate rewards the associate would print a duplicate copy of the receipt and write their name on it and the amount of the reward (so the manager could quickly go through with a calculator and get the reward totals). During my time there the membership structures were

changed to what is listed above from Individual, Family, Family Plus and Family Adventure. This requires going through and changing all; however, the approach of Replace All was problematic with the nested names and not having simple migration patterns to the new offerings (which were higher priced for Friend and Contributor). And for mailing out reminders and special drives for funds Excel was used with a filter and Microsoft Word Mailing tool was used. This was problematic and several times incorrect documents were mailed.

My project proposal is a "Membership Management System" for aquariums or other similar venues. This database would store the following:

- Customers (image, primary users, contact info)

- Membership levels (Type of membership, what is included, price)

- Current memberships of people (Expiration, tickets left, status)

- Available movie passes for the membership

- Usage of membership for access (entry into aquarium, movie ticket purchases, gift shop purchases, special event usage) (date, total spent, total admitted, type of people admitted)

- Sales associates with their link to sales for issuing rewards (employee ID, name, total rewards earned)

By storing this data, we would be able to have a simplified process for sales associates and management to manage memberships and rewards. As well as even supporting a self-service system for people to upgrade and manage their account online. It would allow for simplified queries of memberships for mailings and automated business rules like how renewing a non-expired membership works without requiring sales associates to remember and do it

themselves. Tracking usage and movie pass usage can also provide insight into more active members who may be interested in upgrading for more access or more prone to take advantage of promotions.

The targeted audience would be the sales associates in the ticket office for selling, updating, and using the membership. The manager for mailing out promotional material, managing expected cash flow, issuing rewards to sellers. And possibly the customer for self-managing and checking membership online via a self-serve portal.

By using a more controlled system instead of Excel you can easily always migrate data (like the membership level changes), ensure consistency of data and dates, create a UI around the database for simple usage by the ticket office and management. Run more precise queries for mailing data and tracking cash flow and always ensure more accurate data with accountability and consistent data formats.