# Operational Concept Description (OCD)

**Arts & Crafts Website**

**04**

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# Version History

| Date | Author | Version | Changes made | Rationale |
|------|--------|---------|--------------|-----------|
| 09/26/12 | LM | 1.0 | • Sections 1, 2, 3.1 | • Initial draft |
| 10/13/12 | LM | 2.0 | • Added sections 3.2 and 3.3<br>• Modified Program Model<br>• Modified Benefits Chain Diagram<br>• Modified System Boundary Diagram<br>• Modified section 1.2<br>• Modified section 2.2 | • We completed our remaining win-win sessions and therefore had enough information to complete the remaining sections.<br>• Program Model and Benefits Chain diagram needed to be modified to correctly represent changing client values, and removal of product testers as stakeholders.<br>• System Boundary Diagram changed as we decided on a different infrastructure. |
| 10/24/12 | LM | 2.1 | • Modified Sections 1.1 and 3.2.1 | • Bug fixes from FC evaluation. |
| 10/28/12 | LM | 2.2 | • Modified Shared Vision<br>• Modified Benefits chain<br>• Modified Element Relationship Diagram<br>• Modified System Boundary and Environment Diagram.<br>• Modified Section 3.2.5<br>• Modified Section 3.2.2<br>• Modified Section 3.3.2 | • Updated vision from client<br>• Fixes post Core FC grading<br>• Modifications to include WordPress as an additional service to be included. |
| 11/2/12 | LM | 2.3 | • Modified Benefits Chain<br>• Modified System Boundary and Environment Diagram<br>• Modified Levels of Service | • Corrections take into account feedback from ARB session. |
| 11/12/12 | LM | 2.4 | • Modified Status of OCD<br>• Added 3 business case figures | • Corrections from response to FC package. |
| 11/25/12 | LM | 3.0 | • Modified section 1.2<br>• Modified System Boundary and Environment Diagram<br>• Modified Business Workflow Diagram | • Requirements change has shifted development plan. |
| 12/16/12 | KZ | 3.1 | • Minor fix to a table number | • Fixing a minor typo |

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# 1. Introduction

## 1.1 Purpose of the OCD

This document provides, in detail, the shared visions and goals of the stakeholders of the Arts & Crafts Website for client Amy Hvitfeldtsen. The success-critical stakeholders of the project are Amy Hvitfeldtsen, as the client, and project owner; charities, that will profit from this project; customers, who will use this website as a vehicle to purchase products; a graphic designer, who will design the layout and look; and the developers, the CS577A students listed above.

## 1.2 Status of the OCD

The status of the OCD is version number 3.0. This is the third version of this document, and all sections have been completed. Many sections have also been modified as the result of a large requirements change. As a result the support infrastructure and development plan has changed significantly. These changes can be seen in red throughout the OCD. Additionally some of the original deliverables have been eliminated to accommodate the timeline and newer, more desirable requirements. The content should be considered as final for the purposes of this project.

# 2.  Shared Vision

Supporting children with special needs through an arts and crafts website that creates a fulfilling experience for both the crafter and the consumer.

**Table 1: The Program Model**

| Assumptions | | | |
|---|---|---|---|
| <ul><li>People are interested in arts and crafts</li><li>There will be materials available</li><li>People find the activity easy and fun to do</li><li>People want to give to charity</li></ul> | | | |
| **Stakeholders** | **Initiatives** | **Value Propositions** | **Beneficiaries** |
| • Developers<br>• IV/V<br>• Amy (Client)<br>• Graphic Designer<br>• Charities<br>• Customers<br>• Attorney | • Develop Arts & Crafts website<br>• Finalize product details<br>• Generate graphics (design that makes the charitable purpose evident).<br>• Use word of Mouth<br>• blog/chat (interactive features to increase community interest).<br>• Finalize cash flow | • Increase Sales<br>• Attract charity enthusiasts, craft enthusiasts and families.<br>• Make the site accessible to all/easy to navigate<br>• Increase awareness about the cause | • Charities (5P)<br>• Client<br>• Charity Enthusiasts<br>• Craft Enthusiasts |

# 2.1 Benefits Chain

Assumptions:
- People are interested in arts and crafts
- There will be materials available
- People find the activity easy and fun to do
- People want to give to charity

Customers

Charities

Customers

Commnent on Blog
(interactive features)

Market/advertise
through
word of mouth

Purchase
Product

Encourage interaction
and involvment with the
community

Charities can promote
the site as a way to donate
to their cause

Make the Site
Easy to Navigate
and fun to use

An easy UI will encourage
people to visit the site more
frequently and to share it with
their friends.

Attract charity
enthusiasts and
craft enthusiasts

More people attracted to the
site, means more customers
and increased sales.

Increase Sales
(Increase
Charitable
Donations)

Charity enthusiasts already visit-
ing the sitec an read more about
5P (the charity) and it's mission

Customers will be more
likely to buy when they know
where their money is going
and who it benefits.

Maintainer

Develop Arts & Crafts
Website

Display current
links and content
regarding the charity
on every page.

Increase
Awareness about
the charity

Attorney

Developers,
IV/V

Designer

Maintainer

Developers,
IV/V

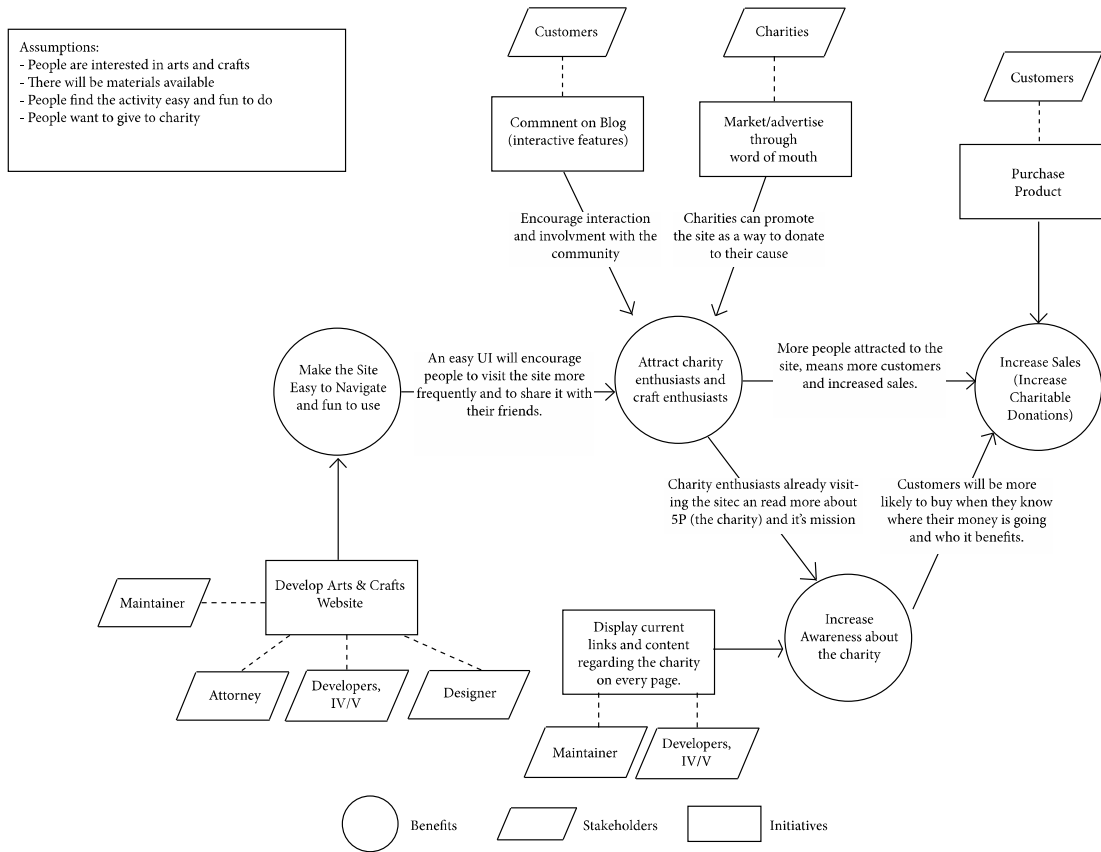Benefits        Stakeholders        Initiatives

**Figure 1: Benefits Chain Diagram of Arts & Crafts Website**

# 2.2 System Capability Description

The system to be built is a merchant website targeted at craft and charity enthusiasts. The website will allow for secure payment, a blog, product views, shipping calculator, as well as interactive features like chat, or testimonials. Currently the client does not have a vehicle to sell the ornaments she crafts, the website would allow her to sell them and donate a portion of the proceeds to charity. According to the client there is a huge move towards social entrepreneurship, the idea that people respond well to companies that are giving something back.

Large craft stores like Michael's could be seen as a competitor as they offer crafted ornaments for purchase online.  However the client's product differs in the fact that there is a personable, charitable aspect to her products, and a very targeted audience of crafters, families, and charity enthusiasts.  Michael's also does not provide the customer with the option to donate to charity, nor does it offer a blog, or chance to personally communicate with the product fabricator.
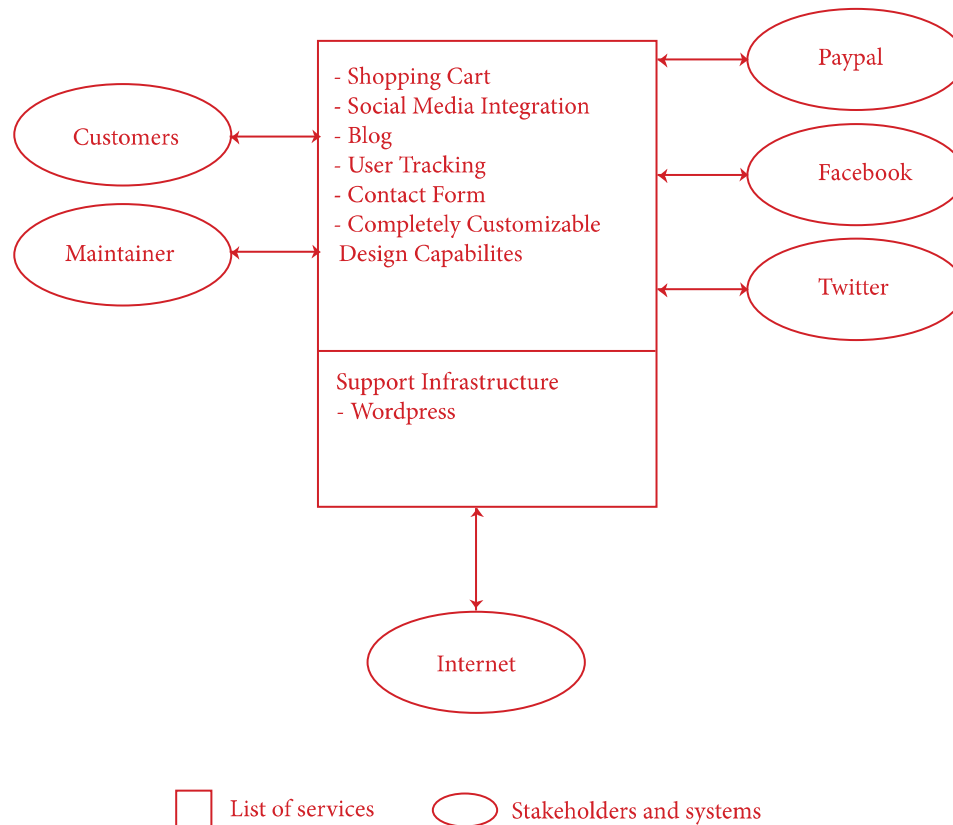
# 2.3 System Boundary and Environment



**Figure 2: System Boundary and Environment Diagram of Arts & Crafts Website**

# 3.   System Transformation

## 3.1 Information on Current System

### 3.1.1  Infrastructure

Currently there is no infrastructure at the client's organization.  The client uses a MacBook for emailing and financial reports.

### 3.1.2  Artifacts

Currently there are no artifacts.

### 3.1.3  Current Business Workflow

As even the product has yet to be created and finalized, there is not a current business workflow.

## 3.2 System Objectives, Constraints and Priorities

### 3.2.1  Capability Goals

**Table 2: Capability Goals**

| Capability Goals | Priority Level |
|---|---|
| **OC-1 Purchase Product:** The system is capable of allowing a customer to select and purchase a product. | Must have |
| **OC-2 Blog:** The system is capable of allowing the admin to submit and update blog posts. | Must have |
| **OC-3 Shopping Cart:** The system is capable of allowing the user to add and subtract items for purchase from his/her shopping cart | Must have |
| **OC-4 Product Add/Remove:** The system is capable of allowing an admin to add, remove, and update products for purchase | Must have |
| **OC-5 Charity Presence:** The system is capable of displaying content about the client's charity | Must have |
| **OC-6 Product Details:** The system is capable of allowing a user to see a zoomed-in image of a product, and read product information such as materials, dimensions, price, and shipping. | Must have |
| **OC-7 Social Media:** The system is capable of social media integration through the presence of a "like us on Facebook" and "follow us on twitter" buttons. | Must have |

| | |
|---|---|
| **OC-8 Traffic:** The system is linked to an analytics service so an admin can track traffic. | Should have |
| **OC-9 Site-Navigation:** This system should be easy to use and navigate through. | Must have |
| **OC-10 Contact Form:** This system should allow customers to send emails to the admin through a form. | Could have |
| **OC-11 Maintainability:** The system should be simple enough for the client to maintain without additional assistance. | Should have |

## 3.2.2 Level of Service Goals

**Table 3: Level of Service Goals**

| Level of Service Goals | Priority Level | Referred WinWin Agreements |
|---|---|---|
| **LOS-1 Browser Compatibility:** This system should be compatible with the Safari (versions 5.2+), Chrome (versions 22+), Firefox (versions 15.0+), and Internet Explorer (versions 9.0+). | Must have | Win-Condition 1291 |
| **LOS-2 Mobile Compatibility:** This system should be viewable on mobile devices. | Could have | Win-Condition 1291 |
| **LOS-3 Downtime:** This system should be down no more than 8hrs/monthly (excluding natural disasters) | Should have | Win-Condition 1292 |
| **LOS-4 Page Load Time:** The system should load pages quickly (no more than 8 second loads for image-rich pages). | Must have | Win-Condition 1286 |

## 3.2.3 Organizational Goals

**OG-1**: Increase sales and charitable donations.
**OG-2:** Increase awareness about the charity 5P.
**OG-3**: Attract craft enthusiasts.
**OG-4:** Attract charity enthusiasts and families.
**OG-5:** Make the site fun and easy to use, and accessible to all.

# 3.2.4  Constraints

**CO-1: Budget**: The new system must cost no more than $5,000.
**CO-2:  Deadline:** The site needs to be up and running in time for Christmas sales.

# 3.2.5  Relation to Current System

As of now there is no current system, and thus nothing to compare to.

**Table 4: Relation to Current System**

| Capabilities | Current System | New System |
|---|---|---|
| Roles and Responsibilities | N/A | Client will need to maintain website, blog and available products, ship each purchased item to customers, and distribute end of year checks to charities. |
| User Interactions | N/A | Users can purchase products and donate to a charity.  Users may also comment on blog posts and leave testimonials. |
| Infrastructure | N/A | Wordpress |
| Stakeholder Essentials and Amenities | N/A | Must have a secure payment system through which users can purchase ornaments. |
| Future Capabilities | N/A | Site will allow for multiple users to sell crafts and designate a charity for a portion of their profits to go to. |

# 3.3 Proposed New Operational Concept
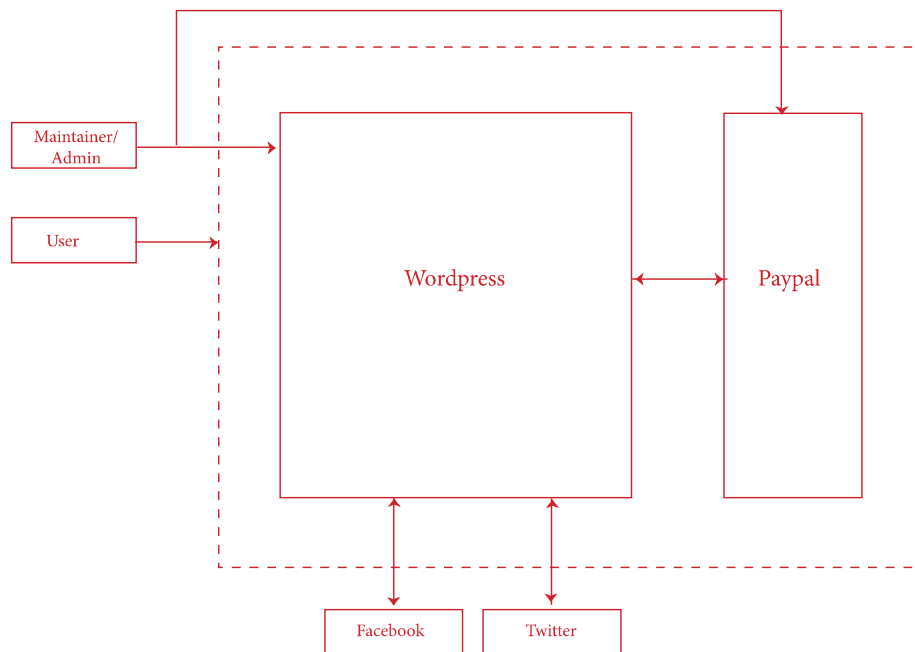
## 3.3.1 Element Relationship Diagram



**Figure 3: Element Relationship Diagram of Arts & Crafts Website
(Single NDI project)**

## 3.3.2  Business Workflows

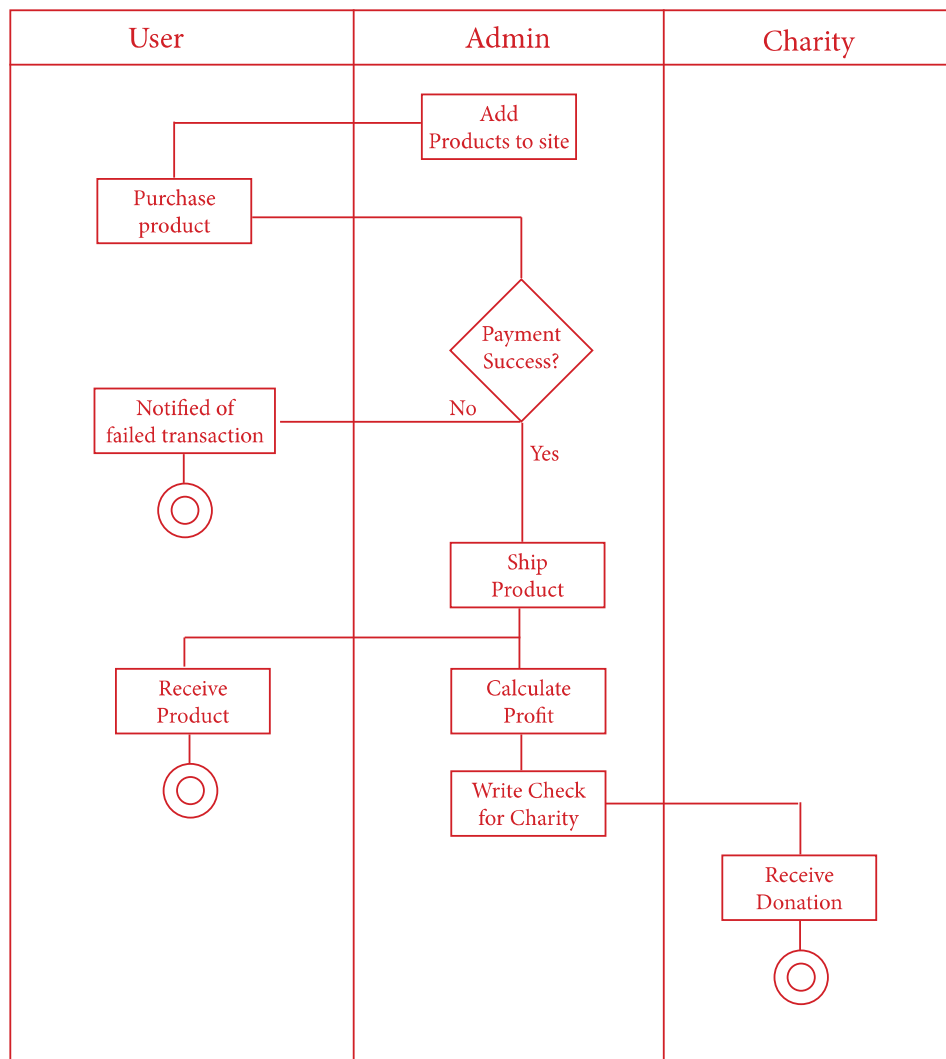As there was not an existing system, please note that the business workflow, and system capabilities are all new.



**Figure 4: Business Workflow Diagram for Arts & Crafts website**

# 3.4 Organizational and Operational Implications

## 3.4.1 Organizational Transformations

- The need for the client to maintain the website.
- The need for the client to develop her product and product line.
- The need for an attorney to review how a portion of the proceeds will be donated

## 3.4.2 Operational Transformations

There will be no operational changes, as currently there is neither a product nor any sort of system in place. All operational systems will be new and listed as follows:

- Having a secure payment process through which customers can purchase the product (ornaments).
- The option for customers to reach out to the client on social media, like Facebook and Twitter.
- Having a means of selling the ornaments online directly from the client, where national customers can access them.
- Having a blog to connect with families of children with special needs.
- Providing a vehicle to share information about the charity 5P.
- Having a means to accept donations (through product purchase) for charities.