

Operational Concept Description (OCD)

FlowerSeeker

Team 05

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4/1/2013

Version History

| Date | Author | Version | Changes made | Rationale |
|----------|--------|---------|--|--|
| 10/03/12 | SW,YT | 1.0 | <ul style="list-style-type: none"> • Add section 1, section 2, and section 3.1 | <ul style="list-style-type: none"> • Initial draft for FlowerSeeker |
| 10/10/12 | SW,YT | 1.1 | <ul style="list-style-type: none"> • Revise section 1.1, section 2, and section 3.1 | <ul style="list-style-type: none"> • Correct some mistakes in section 1.1, section 2, and section 3.1 |
| 10/14/12 | SW,YT | 2.0 | <ul style="list-style-type: none"> • Add section 3.2-3.4 | <ul style="list-style-type: none"> • Complete all section |
| 10/22/12 | SW | 2.1 | <ul style="list-style-type: none"> • Fix minor bug | <ul style="list-style-type: none"> • Correction for document |
| 10/23/12 | YT | 2.2 | <ul style="list-style-type: none"> • Fix minor bug | <ul style="list-style-type: none"> • Correction for document |
| 10/30/12 | YT | 2.3 | <ul style="list-style-type: none"> • Fix minor bug in section 3 | <ul style="list-style-type: none"> • Correction for document |
| 11/02/12 | YT,SW | 2.4 | <ul style="list-style-type: none"> • Fix minor bug | <ul style="list-style-type: none"> • Correction for document |
| 11/04/12 | YT,SW | 2.5 | <ul style="list-style-type: none"> • Fix minor bug | <ul style="list-style-type: none"> • Correction for document |
| 11/09/12 | SW | 2.6 | <ul style="list-style-type: none"> • Revise section 3.2.2 | <ul style="list-style-type: none"> • Correct the business workflow |
| 12/10/12 | SW | 3.0 | <ul style="list-style-type: none"> • Revise section 1.2 | <ul style="list-style-type: none"> • Review and complete all sections |
| 02/03/13 | SW | 3.1 | <ul style="list-style-type: none"> • Revise cover | <ul style="list-style-type: none"> • Reform development team |
| 02/09/13 | SW | 3.2 | <ul style="list-style-type: none"> • Revise section 3.2.1 | <ul style="list-style-type: none"> • Reprioritize capability goals |
| 04/01/13 | SW | 3.5 | <ul style="list-style-type: none"> • Revise section 2.3 | <ul style="list-style-type: none"> • Modify the boundary diagram |

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1. Introduction

1.1 Purpose of the OCD

This document provides, in detail, the shared vision and goals of the stakeholders of the FlowerSeeker for Jessica Lee from USC Marshall School. The success-critical stakeholders of this project are Jessica Lee, as the project owner; Jessica's mom, as florist contactor; Jessica's sister and Jessica's brother-in-law, as general marketing; prof. Mednick, as marketing consultant; florist and online shopper; as end user.

1.2 Status of the OCD

The status of OCD is currently at version 3.2, and is the final version of OCD, all sections are complete.

2. Shared Vision

Table 1: The Program Model

| Assumptions: 1) Florists want to have online presence. 2) Customers want to build relationship with local florists. 3) Customers want an easier way to buy flowers online and better shopping experience 4) Customers don't want flowers in box. | | | |
|---|---|---|---|
| Stakeholders (Who?) | Initiatives (What?) | Value Propositions (Why?) | Beneficiaries (For Whom?) |
| <ul style="list-style-type: none"> • Developers • Jessica Lee • Florist • Customers • Jessica's mom • Professor Mednick • Jessica's sister and brother in law | <ul style="list-style-type: none"> • develop system • marketing to get online shoppers • create a tutorial for the florist to start up • create some design that could license to the florist • create a tutorial educate the consumers and tell them why choose flower seeker • marketing at the florist level • clarify legal issues | <ul style="list-style-type: none"> • increase control of the order arrangement, build relationship with the florist • increase information status of the order • increase choice of services • increase information about their capability • increase choice of florist • increase choice of flower arrangement • make the online purchase of flower is more pleasurable • allow the florist to market their products to online shoppers • easily/never done before • increase cost saving for florist • make better online prices of products | <ul style="list-style-type: none"> • Florists • Customers |

2.1 Benefits Chain

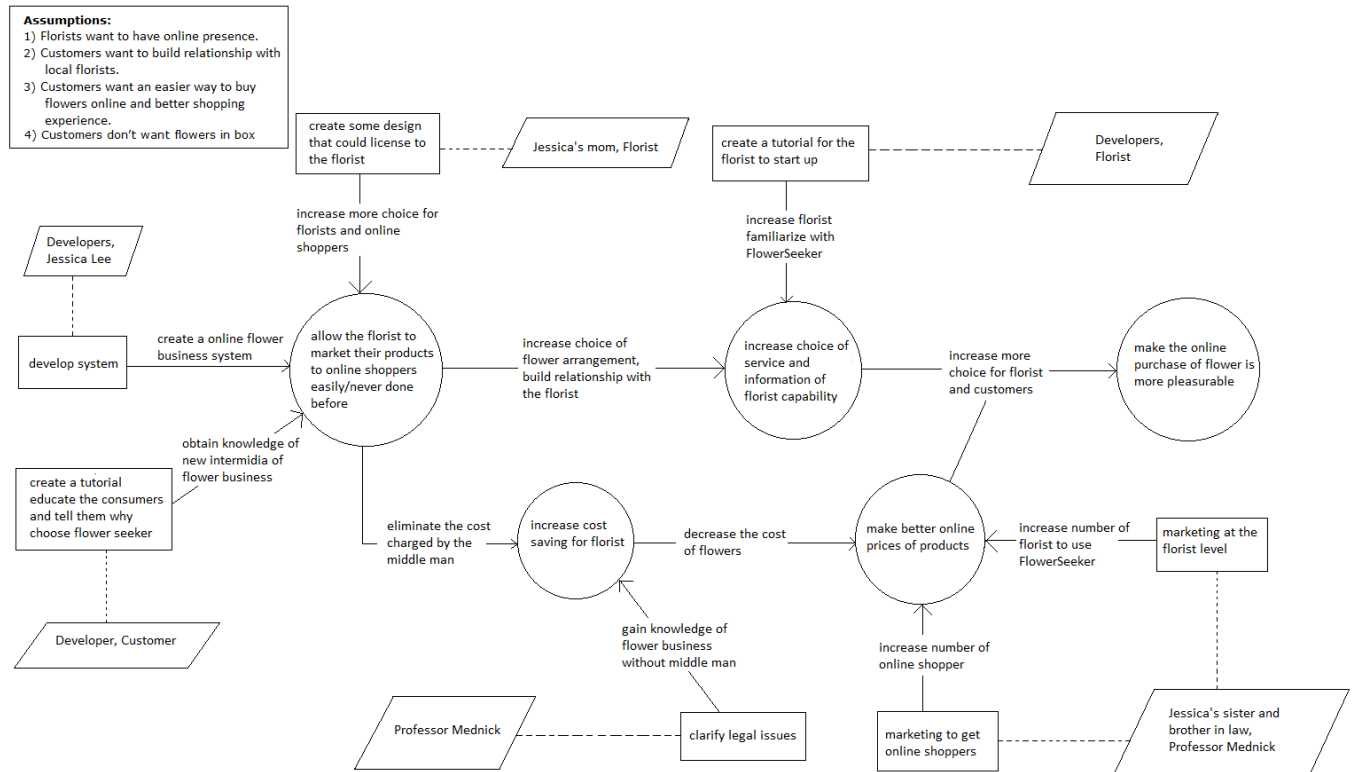


Figure 1: Benefits Chain Diagram of FlowerSeeker

2.2 System Capability Description

- **The type of system to be built:** eCommerce and social network.
- **The target customer(s) for the system:** florist and online shopper
- **The need or opportunity that will be satisfied by the system:** well arrangement for flowers and build directly connection between florists and online shopper.
- **A compelling reason for the customer to buy/use the system:** more choices of services for customers and better online price of products.
- **The closest competitor of the system:** Teleflora, FTD and 1-800-Flowers.
- **The system's primary differentiation from, or benefit over, the closest competitor or alternative approach:** Eliminate broker dealer in the florist industry, customize the online flower commerce and create a relationship for online shoppers and florists.

2.3 System Boundary and Environment

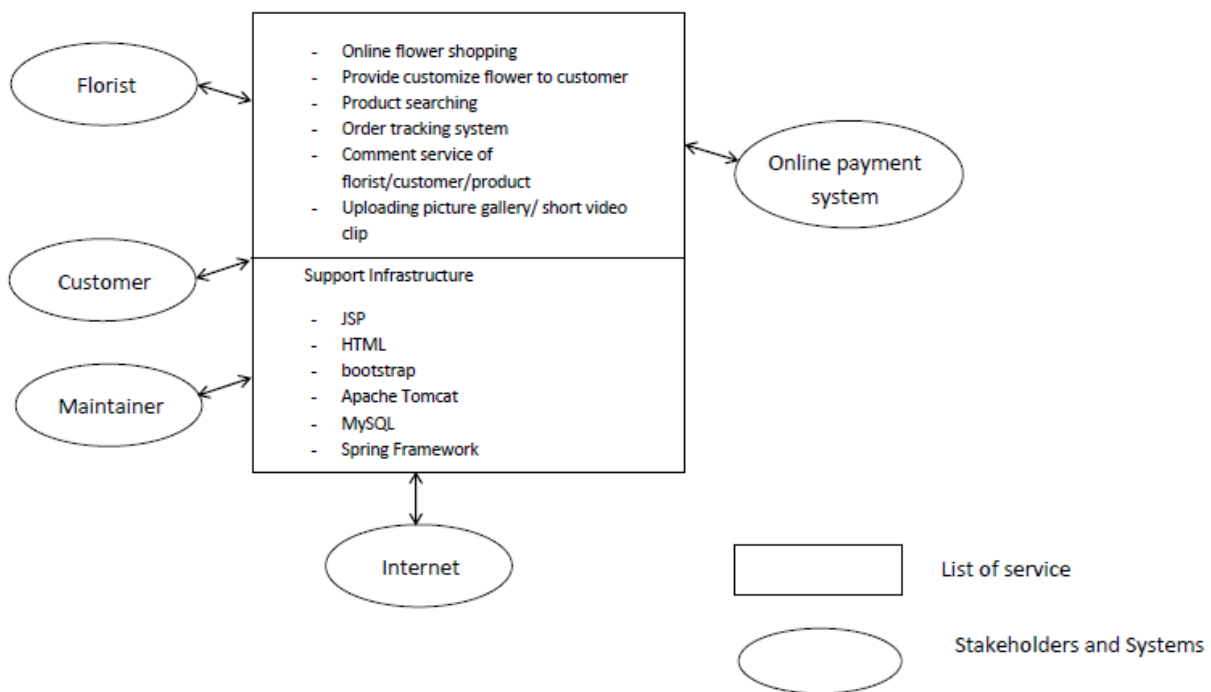


Figure 2: System Boundary and Environment Diagram of FlowerSeeker

3. System Transformation

3.1 Information on Current System

3.1.1 Infrastructure

It's a new idea that needs to be realized and no such system/business exists as of now.

3.1.2 Artifacts

It's a new idea that needs to be realized and no such system/business exists as of now.

3.1.3 Current Business Workflow

It's a new idea that needs to be realized and no such system/business exists as of now.

3.2 System Objectives, Constraints and Priorities

3.2.1 Capability Goals

Table 2: Capability Goals Table

| Capability Goals | Priority Level |
|---|----------------|
| OC-1 Search functionality: The system is capable of searching product by location, occasion, ranking, etc. | Must have |
| OC-2 Upload pictures: The system is capable of uploading pictures for product by florist. | Must have |
| OC-3 Subscription: The system is capable of making subscription and pay monthly fee by premium user. | Must have |
| OC-4 Ranking & Review: The system is capable of creating and updating rank and review to customer by florist and to product and florist by customer. | Must have |
| OC-5 Order Management: The system is capable of showing order history and status for florists to see how many customers purchased flowers from this florist. And also for online shoppers to check the order history to track previous orders they placed. | Must have |

| | |
|--|------------|
| OC-6 Coupon Generation: The system is capable of generating coupons for florists to promote their products to specific customers. | Could have |
| OC-7 Upload Video: The system is capable of uploading videos for product by florist. | Could have |
| OC-8 Recommendation Engine: The system is capable to recommending customers | Could have |

3.2.2 Level of Service Goals

Table 3: Level of Service Goals Table

| Level of Service Goals | Priority Level | Referred WinWin Agreements |
|--|----------------|----------------------------|
| Response Time: The system should show up pages within 8 seconds. | Must have | LOS-1 |
| Interoperability: The system website should show correctly in smart phone, mobile phone, and iPad. | Must have | LOS-2 |

3.2.3 Organizational Goals

OG-1: Making better online price of flower via building better relationship between online shoppers and florists by removing deal brokers.

OG-2: Increasing more choice of service via more choice of customize flower.

OG-3: Making better quality via better order tracking.

OG-4: Improving customer satisfaction via more efficiency local pickup service.

3.2.4 Constraints

Currently the client doesn't specify any constraint to the project.

3.2.5 Relation to Current System

The relation to current system is how the florists will have to change how they receive orders and interact with customers

3.3 Proposed New Operational Concept

3.3.1 Element Relationship Diagram

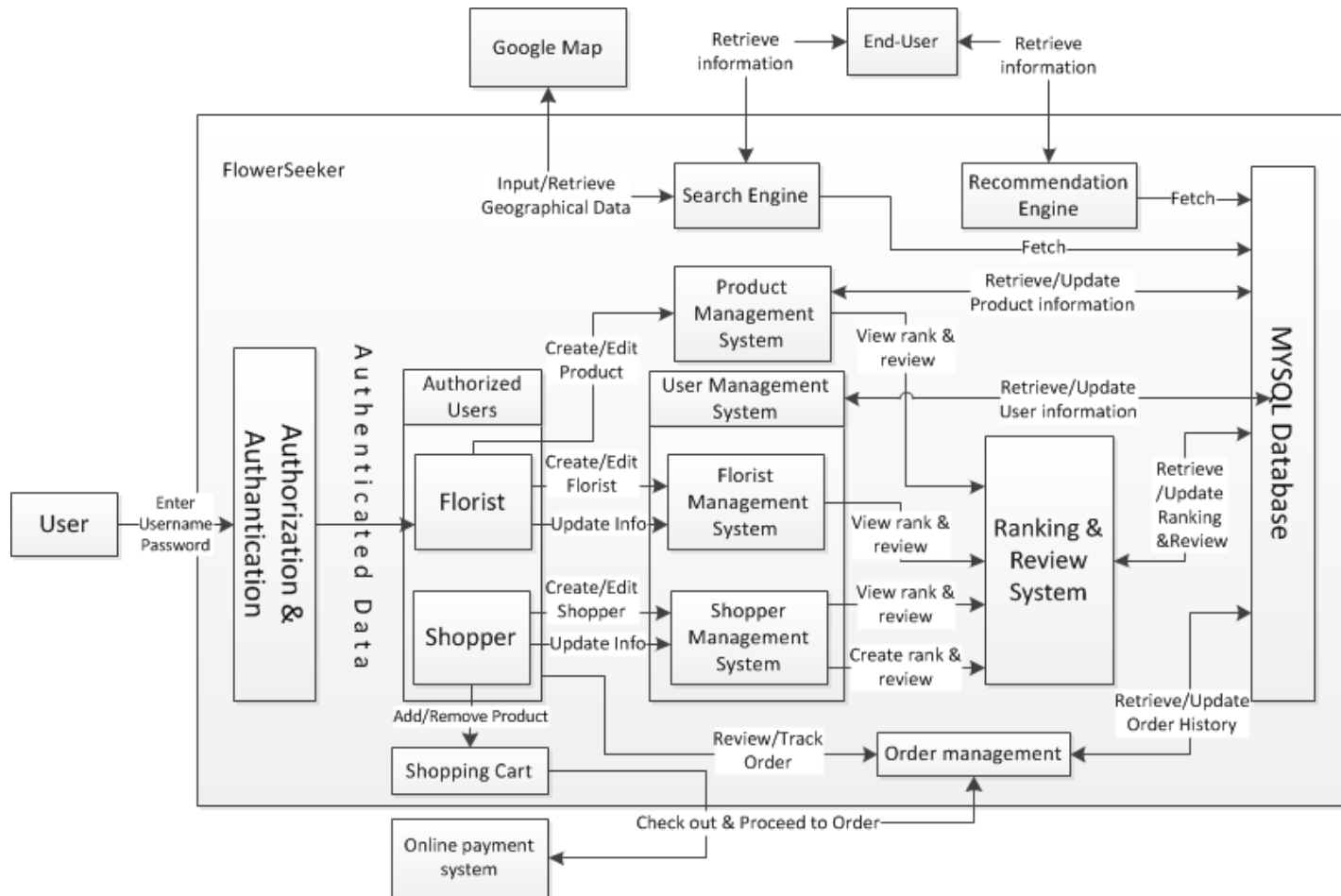


Figure 3: Element Relationship Diagram of FlowerSeeker

3.3.2 Business Workflows

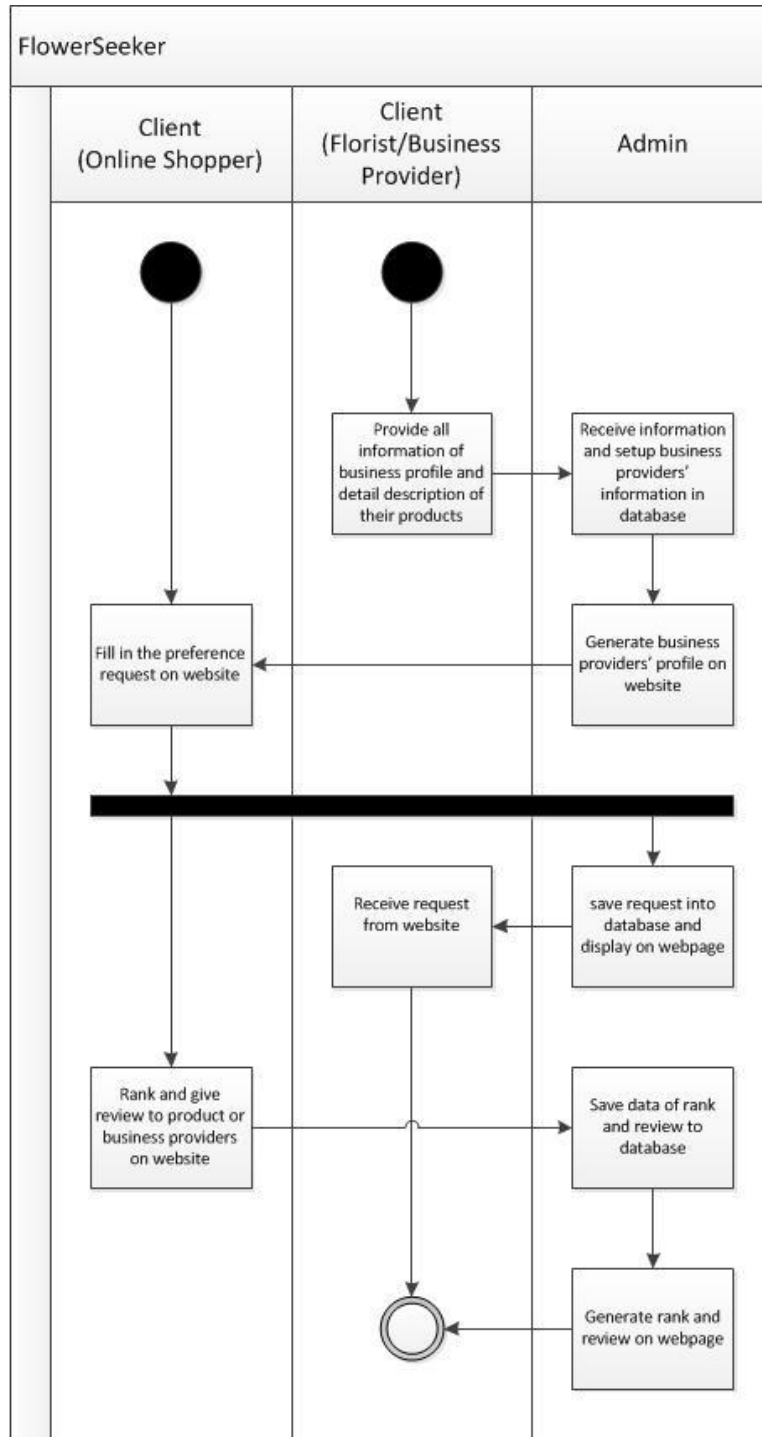


Figure 4: Business Workflow Diagram of FlowerSeeker

3.4 Organizational and Operational Implications

3.4.1 Organizational Transformations

- Due to this is a brand new system that the organization of the system was created just for this system; thus, there doesn't have any changes to our system.

3.4.2 Operational Transformations

Since this is a new proposed system, we don't have a current system yet. Below are operational transformations between our system and current online flower business.

- The option for new potential online shopper customizes flower arrangements online.
- The option for new potential florists to sell their goods online without deal brokers.
- Having order tracking system to make goods transportation more transparent.