



## Angie's Doggie Spa

Two years ago, I started a dog grooming business, Angie's Doggie Spa. Due to my business size I have used a basic paper system to help me keep track of my customers, their dogs, and the services they purchased. This has worked up to this point, but with my growth, this is no longer feasible.

### Current process:

1. Customer schedules grooming (via telephone, email, or -in person)
  - a. Locate customer file, create new one if unable to locate or if new customer
  - b. Capture date, time, pet name, services, groomer, and any special instructions
2. Customer drops off dog for grooming
  - a. Customer signs service waiver (if not on file – one per customer)
  - b. Validate services to be rendered
  - c. Add any additional special instructions to service appointment
  - d. Inform customer of the total cost and time their pet will be ready
  - e. ALTERNATE PATH - If the customer does not show up for their appointment, we call them to reschedule
3. Grooming
  - a. Using service appointment as a guide, perform services
    - i. Grooming services include nail trim, fur clip, bathe, and brush – additional services could be added in the future
    - ii. Grooming services are only for dogs - not expected to change to include any other animals
  - b. Update customer records to document the completed services
  - c. Inform customer via preferred contact method that their pet is ready
4. Customer picks up dog from grooming
  - a. Locate customer file
  - b. Provide groomed dog and answer any questions
  - c. Provide total and take payment – credit card only

### Challenges I am facing:

- Papers are easily lost or thrown away, losing valuable data about customers and their dogs
- Must manually find the customer documents and then page through them to remember what services they used in the past
- The more customers I get, the more file cabinets I need to maintain – not much office space remaining
- If I were to open a second location (part of my 5 year plan), the customer and service data could be spread between two different locations
- Reporting of earnings is manual making it prone to calculation mistakes and tedious to put together each week, month, and year - No easy way to compile the data of services per month (number of services, revenue from services, filtered by month)



- No easy way to understand who my most valuable customers are (most total spend, most spend during a period of time, and most spend per visit)

**Hopes, wants, and dreams:**

- Can see and interact with past customer data in the new system
- Keep the same relative process steps (although more efficient)
  - Want the customer experience to be as close to the same as feasible

And to help solve for these issues, Angie's Doggie Spa has hired you as their Business Analyst. As an initial step, Angie would like you to take her wants and needs and use them to create a list of User Stories.

**Notes:**

- These User Stories will explain the needs of the three types of users - employee, customer, manager
- Use Pre-Grooming, Grooming, Post Grooming, and Administrative Duties for your Story Map
- If you are missing details, make assumptions, but be sure to list those assumptions with your User Stories.