Assignment Case Study D – ActiveGo

Disclaimer: The situation described in the following case study is fictional, and bears no resemblance to any persons, businesses, or organisations, living or dead. Any such resemblance, if exists, is merely co-incidental in nature, and is not intentional.

ActiveGo is a local sports equipment hire service, which is finally looking to upgrade its paper-based systems to an ICT solution to manage its growing customer base and equipment tracking system.

ActiveGo records information about each of its customers, including first name, last name, address, email address, phone number, and date of birth. It also has branched out into providing hire services to business customers, who have a company name instead of a first name and last name, and do not have a date of birth.

The sports equipment that ActiveGo hires out comes in many different pack types, such as a 'mini soccer pack' or a 'frisbee golf pack'. There are multiple copies of each pack type, and ActiveGo does not differentiate between different packs of the same type – one 'mini soccer pack' is considered exactly the same as another 'mini soccer pack'. However, ActiveGo does keep track of how many 'complete' and 'incomplete/damaged' packs of each type there are at a given storage location.

ActiveGo manages multiple storage locations. Packs are not assigned to a particular storage location, so ActiveGo just records how many packs of each type (and how many of them are 'complete' and 'incomplete/damaged', as previously mentioned) are stored at each location. Each The storage locations are defined by the suburb they are located in (e.g. "Bruce", "Belconnen"). As should be obvious, each individual pack can only be stored at one location at a time.

Customer hires are recorded, with the start date, end date, pickup location, drop-off location, and the type of pack hired. Each pack type has a different standard daily fee, which determines the initial cost of hire to be paid upon pickup, plus a deposit amount that is returned to the customer when the pack is returned in a complete and undamaged state. Upon return, the condition of the returned pack is recorded, along with the actual date of return.

One of the things that ActiveGo would like is for a weekly report of incomplete/damaged pack types and locations to be generated, so they can work out if they can combine the components of two or more incomplete/damaged packs to make one more complete packs. A future improvement might be to track individual components of packs, but they are not looking to add this functionality in at this time.

ActiveGo would also like the system to automatically return the deposit once a pack has been checked and confirmed to be complete and undamaged, and/or invoice late fees if a pack is not returned on time. Late returns are charged 150% of the standard daily fee (or 1.5 times the standard daily fee) per day or part thereof late.

As an ICT business analyst, you will be tasked with analysing and modelling ActiveGo's current business practices in order to better understand the current situation of the business, with a view towards creating a single, updated ICT system to manage their delivery management system.