

MyTGuide Platform Project (MyTGuide)

Business Case

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1. Introduction

This document describes the GPI project for the academic year 2017/2018 named as “MyTGuide Platform Project (MyTGuide)”. The MyTGuide case study is described in this document as a business case that allows to evaluate the project’s feasibility and to guide the project planning process.

FreeTime is a company that operates in the national tourism market and intends to launch a new innovative service in the tourism sector supported by the MyTGuide digital platform. Taking advantage of emerging technologies of mobile applications, geo-location the MyTGuide platform shall mediate the offer made by tourist guides and the demand for these services by tourists, in a quick, simple and safe way.

A Tourist Guide is a person who guides tourists, in the language of their preference, and who interprets the cultural and natural heritage of the local visited based on his knowledge and experience. Each guide has specific qualifications issued and recognized by a local authority.

The MyTGuide platform shall allow guides to register as business partners, identify their main characteristics, identify their offers and availabilities for visits, and then perform these visits if there were reservations. On the other hand, from the tourist’s perspective they can search for a visit and the intended guide, make the reservation of that visit (with payment of a reservation fee). Tourists , after the visit, shall pay the visit made, and evaluate the satisfaction level of the visit and the involved guide.

The aim of this project is to launch and manage the development of the MyTGuide platform in a procurement approach and to start the operation of the business on the top of this platform.

The expected benefits of this project, after 12 months of its conclusion, shall be:

- To have a easy to use, scalable and secure online platform;
- Smooth operation of the business, namely in what concerns its main processes;
- Proper integration with external systems, namely with the Bank Gateway and its ERP/Accounting systems;
- Efficient use of involving human resources;
- Invoicing over 200 k€, by the end of the first year, regarding this specific new business.

1.1 The FreeTime Company

The FreeTime, a company based in Lisbon, has an organizational structure that is particularly business oriented, namely involving the management of its partners and the promotion and marketing of his services.

FreeTime is structured in the following organizational units:

- DAF - Administrative and Financial Department: responsible for the operation of the company in what concerns the administrative, financial, and human resources functions.
- DMC - Department of Marketing and Customer Support: responsible for all actions to promote and publicize the business, and also the customer relationship management.
- DAP - Partner Support Department: responsible for all actions related to partners management.
- DSI - IT Department: responsible for the technical operation and maintenance of computer systems (and also, in the future, the MyTGuide platform). The DSI department has the Analysis and Quality Support Unit (DSI-AAQ) and an Operational Unit (DSI-OU).

1.2 The new FreeTime Company's Products

With this new MyTGuide-based business FreeTime intends to offer two products targeted to two entities: Guided Tour Reservation (GTReservation) for tourists (hereinafter referred to as "customers"); and Guided Tour Offer (GTOffer) for tour guides (hereinafter referred to as "partners").

The GTReservation product consists in a set of services that allow to simplify the search for guides and visits available, and that include the access to other complementary services. The use of these services assumes the acceptance by each client of the service rules. Among the most relevant services, we highlight:

- Customer Registration Service: registration of the client on the platform and completion of personal data as well as acceptance of the service rules.
- Information Service: exploitation of general information on tourist guides and visits available.
- Visitor Reservation Service: scheduling visits with partners.
- Evaluation Service: possibility to report the satisfaction level of a visit and of the involved partner.

On the other hand, the GTOffer product allows partners to focus on the following services:

- Partner Registration Service.
- Visits Management Service: updating the offer visits, management of reservations and consult of the historical log of visits made.
- Transaction Query Service and Partner Account Balance.

1.3 The MyTGuide Platform

The MyTGuide Platform (or simply "MyTGuide") involves the integration of several applications, namely:

- MyTGuidePartner app: mobile application for exclusive use of partners, which allows the registration of their characteristics, availability of visit offers, confirmation of visit reservations, realization of visit, etc.
- MyTGuideClient app: mobile app for use by customers, which allows searching for available guides and visits, and booking visits.
- MyTGuide.com: website that presents the institutional information of FreeTime, the objectives and the operating model of MyTGuide, and it still include the following application: MyTGuide.com/Manager: Exclusive access area for company employees, which include the following key features: overall platform configuration, partner and customer query and management, audits, and quality control.

The technical manager of all FreeTime applications is the coordinator of the DSI-UAAQ, and the operational leader of all FreeTime applications is the coordinator of the DSI-UO.

2. Project Objectives

2.1 Scope

The FreeTime company wants to launch a new business by conducting the implementation of its new MyTGuide platform. To implement this solution the FreeTime invited three companies to submit proposals. In addition to that solution, the company who is awarded the contract (supplier or hired company) will be responsible for managing the entire project and the quality of the final system and shall provide all additional services involving the solution implementation, including training. The supplier company shall also commit to ensure the application maintenance after completion of the project, during a minimum period of 2 years (but this should be defined later on through a complementary contract).

In addition to other and better specified requirements, which should be defined during the beginning of the project, it is intended that the proposed solution includes the following general requirements/goals:

- The system shall include the MyTGuidePartner app:
- The system shall include the MyTGuideClient app:
- The system shall include the MyTGuide.com: with user management and access control features; partners and customers management, and data statistical analysis.

In addition, the project shall also include:

- Loading the inventory of existing partners (currently available in a set of Excel sheets);
- Integration with a Bank Gateway;
- K-users training (namely those from the DMC and DAP departments);
- Technical training (target to DSI department's technical engineers responsible for the system maintenance);

Furthermore, the integration with the existing ERP (namely supporting Finance & Accounting module) shall be developed and conducted by the DSI-UO unit, but with the technical assistance given by the supplier company.

2.2 Time

The project is expected to start on the first week of 2018.

The system shall be operational six months after project plan approval, to guarantee a go live during the first week of July, with no more than two weeks tolerance.

The external supplier shall offer a minimum period of 4-months for usage and technical support.

2.3 Cost

The overall project has an approved budget of € 300.000 (without considering the expenses of the involved company's employees).

The outsource project for the MyTGuide development has an approved budget of € 200.000. (Any costs related hardware and network and software infrastructure shall be supported by the FreeTime company.)

The accepted budget variance shall be no more than 6%.

2.4 Quality

The following requirements shall be accomplished:

- Number of non-conformities during acceptance tests no more than 12%;
- Time for non-conformities correction no more than 48 hours;
- Training sessions evaluation more than 3,5 (in a 0 to 5 scale).

The system shall comply with the following general usability requirements:

- Easy to learn;
- Easy to use, not requiring specific background for MyTouristicGuide employees as well as the involved partner and client users.

2.5 Main deliverables

- MyTGuide system deployed (comprising the referred applications with the respective functionalities namely with the referred integrations);
- MyTGuide system source code;
- Project related reports
- System Requirements Specification document;
- System Architecture and Design document;
- User Guides and additional training materials.

3. Organization constraints

The supplier shall appoint a project manager who will report to the FreeTime project manager. The supplier is also responsible to set-up a project team, with the competences the project requires, and is accountable for their performance.

The board of FreeTime appointed the DAP Director as the project owner, and set up a working group dedicated to this project which will be responsible for providing all the information for the business needs and will also participate in training sessions, in the requirements and tests specification, technical integration with the ERP/Accounting module, and the final acceptance of the system.

This team shall have the following composition:

- Project Manager – DSI Deputy Director
- 1 K-user from DAP area, reporting to the DAP Director; he/she shall be the k-users and external-users coordinator
- 1 K-user from DMC area,
- 1 K-user from DAF area,
- 1 SysAdmin from the DSI-Department (DSI-UO),
- 2 Technical Engineers from the DSI-Department (DSI-UAQ); with responsibility for the ERP integration and system tests; one of them shall be the team coordinator
- 2 external-users as representatives from the Partners group;
- 2 external-users as representatives from the Clients group

The members of those teams will not be fulltime assigned to the project; in general it is expected that their availability to the project shall be below 30%.

4. Other Requirements

4.1 Technical Requirements

The system shall meet the following conditions:

- Performance: Ability to handle a minimum of 50 concurrent accesses with the following response times : transactions queries - faster than 2 second; input/update transactions - faster than 4 seconds;
- Scalability: The system shall support smoothly the increase of the business in what concerns the number of partners, clients and associated visitor bookings;
- Maintainability;
- Testability;
- Security: The system shall provide flexible user and access control management;
- Privacy: The system shall be compliant with the privacy national and international regulations, namely with the EU GDPR regulation;
- Reliability: The system shall provide incremental backup and transactions recovery features.

4.2 Health and Safety Company

Health and safety Company regulations shall be strictly accomplished by the contractor.

4.3 Geographic Constraints

All major activities that may require interaction with either human or technological resources (such as parameterization, configuration, specific developments, workshops, tests) shall be performed in the Lisbon facilities of FreeTime.