

COMPREHENSIVE WORKLOAD

Web & App Ordering - Sofia DePasquale

Employee HR- Anlu Thamm & Isaac Braegelmann

Third-Party Vendor/Inventory Management- Jay Goodman and Benjamin Zheng

Customer Relationship Management Jakob Kessler & MaKayla Oscar

ALL Teams

1. Project Initiation

- 1.1. Define Project Scope
- 1.2. Identify Stakeholders
- 1.3. Requirements Gathering
- 1.4. Conduct Stakeholder Interviews
- 1.5. Document Desired Requirements
- 1.6. Develop Project Plan

2. Hosting Environment Setup

- 2.1. Select and Set Up Hosting Environment
- 2.2. Choose a Hosting Provider and Server Setup
- 2.3. Set Up a Cloud-Based Database for Order Storage and User Data
- 2.4. Choose Database
- 2.5. Integrate Payment System (Square, Venmo, etc.)
- 2.6. Build Shopping Cart and Checkout Pages

3. Application Design

- 3.1. Design Framework and Database
- 3.2. Create Frame for App
- 3.3. Design ERD (Entity-Relationship Diagram)
- 3.4. User Interface (UI) Design Inventory and User Roles/Permissions
 - 3.4.1. Design inventory management system
 - 3.4.2. Determine database schema (data organization method)
 - 3.4.3. Define user roles and permissions
- 3.5. User Portal/Interface Design
 - 3.5.1. Design Menu Browsing Features
 - 3.5.2. Design Pizza Customization Flow
 - 3.5.3. Design menu item customization
 - 3.5.4. Design Checkout/Payment Process
 - 3.5.5. Design Order Tracking Features
 - 3.5.6. Design Customer Profile and Rewards System
- 3.6. Employee Database Management
 - 3.6.1. Employee Profile Management
 - 3.6.2. Implement Employee Clock-In Feature
 - 3.6.3. Design Employee Profile System
 - 3.6.4. Generate Payroll Statements

3.7. Recruitment and Training

3.7.1. Create Recruitment & Training Schedule

3.7.2. Develop Employee Policy Handbook

3.7.2.1. Build Report about Company Employee Relations

3.7.2.2. Develop Anonymous Feedback Feature

3.7.2.3. Organize Policies and Programs for Positive Work Environment

3.7.3. Create Application for Job Candidates

4. Third-Party Vendor Integration

4.1. UI Design for Vendor Portal

4.2. Define User Roles and Permissions

4.3. Create Vendor Execution Workflows

4.4. Integrate Real-Time Inventory Updates

4.5. Testing

4.5.1. Develop Test Plan

4.5.2. Conduct Functionality Tests

4.5.3. Implementation

4.5.4. Deploy Database System and Application

5. Customer Relationship Management

5.1. Develop Customer Profile Features - MaKayla

5.1.1. Include Order History and Favorites

5.1.2. Implement Review System

5.1.3. Establish Rewards System

5.2. Marketing and Branding Strategies - Jakob

5.3. Reporting and Evaluation analysis - MaKayla

6. Performance Metrics and Benchmarks

6.1. Evaluate System Performance and User Feedback

6.2. Post-Implementation Support

6.3. Maintain Ongoing Technical Support Services

7. Final Review and Project Closure

7.1. Conduct Final Review Meeting

7.2. Document Lessons Learned

7.3. Official Project Closure

SECTION BREAKDOWN

Web & App Ordering

1. Outline Web and App Requirements
 - 1.1. Select and Set Up Hosting Environment
 - 1.2. Choose a hosting provider and server setup
 - 1.3. Create Frame for app
 - 1.4. Design ERD
 - 1.5. Set up a cloud-based database for order storage and user data
 - 1.6. Choose Database
 - 1.7. Integrate Payment System (Square, Venmo, etc.)
2. Identify Key Functions
 - 2.1. Menu Browsing
 - 2.1.1. Homepage design featuring “Order Now”
 - 2.1.1.1. Design Featuring “Returning Customer? Login Now”
 - 2.1.2. Organize the current menu into categories (Pizzas, Sides, Beverages)
 - 2.1.3. Design navigation to switch between categories.
 - 2.1.4. Enable filters during menu search(vegetarian, gluten-free, popular items)
 - 2.1.5. Design menu item cards with images, descriptions, and prices
 - 2.1.5.1. Create a nutritional information tab
 - 2.1.6. Integrate real-time inventory updates for out-of-stock ingredients
 - 2.1.6.1. Connect front-end menu with back-end database
3. Checkout/Payment
 - 3.1. Build Customer Account and Login System
 - 3.2. User registration and login functionality
 - 3.3. Create Shopping Cart and Checkout Pages
 - 3.3.1. Design a cart page with item details, subtotal, taxes, and delivery fee
 - 3.3.2. Design secure checkout with multiple payment options
 - 3.4. Add Ninja Turtle Selection
 - 3.5. Clear cart after payment has been accepted
 - 3.6. Allow for pre orders or hot to go
 - 3.7. Input and store address
 - 3.7.1. Use GPS to give delivery estimates based on traffic and location
4. Pizza Customization
 - 4.1. Menu item customization (size, crust type, toppings)
 - 4.1.1. Allow users to add/remove toppings
 - 4.2. Add buttons for "Add to Cart" and "Customize Pizza"
 - 4.3. Option for special instructions (Extra Cheese, Gluten Free)
 - 4.4. Provide options for half-and-half toppings or (ex. Extra cheese on one side)
 - 4.5. Include a back option to change selections
 - 4.6. Calculate price changes based on the number of toppings/changes

- 4.7. Update the cart with the price changes based on customizations.
5. Order Tracking
 - 5.1. Create a real-time order status tracker (Order Received, Preparing, Out for Delivery)
 - 5.2. Update status automatically as the order progresses through the three different stages
 - 5.3. Provide the option for email or SMS notifications
 - 5.3.1. Send push notifications for each order status change - “Your pizza is on the way!”
 - 5.3.2. Give customer option to cancel order up until “Pizza is Made”
 - 5.4. After the order is completed, prompt the user to leave a review or feedback

Employee Human Resource Management

1. Employee Database management
 - 1.1. Include Employee profile & Time card
 - 1.1.1. Implement a employee clock in feature linked from main webpage to external web page with login access only (clock in/out recording for time card)
 - 1.1.2. Design Employee Profile: time cards, records, payroll, benefits information
 - 1.1.3. Implement a Human Resource Information System(HRIS) into the website in order to build and organize a list of employee payroll statements
2. Create a Recruitment & Training Schedule
 - 2.1. Include Interview Timeline & Training Schedule
 - 2.1.1. Map out a recruitment process: resume review, first interview, call back (infographic or diagram)
 - 2.1.2. Make employee onboarding checklist
 - 2.1.3. Establish review schedules and evaluation criteria
3. Build a Job Description
 - 3.1.1.1. Outlines the responsibilities, qualifications, skills, and experience needed
 - 3.1.1.2. Ensuring legal compliances and avoids discriminatory language (e.g., age, gender, or race preferences)
 - 3.1.2. Web Integration
 - 3.1.2.1. Implement contents into a website on “Now Hiring!” page
 - 3.1.2.2. Create an application on a web page candidates can fill out based on basic qualifications, such as education, availability, and any minimum experience requirements via survey
4. Company's Employee Policy Handbook
 - 4.1.1. Write Out Company’s Values and Workplace Culture
 - Quality standards, OSHA, Food and knife safety training requirements
 - Employee benefits (health insurance, retirement plans, paid time off)
 - Employees responsibility and protection
5. Build report about Company Employee Relations

- 5.1. Include Employee Relations Strategy:
 - 5.1.1. Develop an anonymous feedback feature to gauge employee satisfaction. (online forum/ survey)
 - 5.1.2. Organize policies and programs that support a positive work environment and align with organizational goals (Team building, Conflict Resolution, Employee Engagement)

Third-Party Vendor Portal/Inventory Management

1. Requirements Gathering (Most Important to Least ↓)
 - 1.1. UI Design
 - 1.2. System Development
 - 1.3. Testing
 - 1.4. Implementation
 - 1.5. Post Implementation Support
2. Requirements Gathering
 - 2.1. Conduct stakeholder interviews
 - 2.2. Analyze current inventory management practices
 - 2.3. Identify vendor portal needs
 - 2.4. Document desired requirements
3. UI Design
 - 3.1. Design inventory management system
 - 3.1.1. Determine database schema (data organization method)- create test modules to visualize the drafts of the UI functionality and layout.
 - 3.1.2. Define user roles and permissions- establish different user roles (Owner, Admin, Staff, etc.). Correlate permissions for each role based on employee clearance to system features.
 - 3.2. Design vendor portal
 - 3.2.1. Define user roles and permissions
 - 3.2.2. Each vendor has their own login credentials allowing them to see information relative to them (History, Inventory, Invoice/Payments, Price)
 - 3.2.3. Create vendor execution work flows- allows vendors to input their bids and products that owner/manager can choose from
 - 3.3. Choose database management system (DBMS)- select an efficient DBMS based on the requirements of the project.
 - 3.3.1. Decide how the inventory system will integrate with other systems such as POS and accounting software, to help track inventory efficiently and accurately.
 - 3.3.2. Plan for scalability and performance- ensure the system can handle the amount of data and user traffic.
4. System Development
 - 4.1. Database Development
 - 4.1.1. Integrate with other systems (POS, etc.)
 - 4.1.2. Write queries and triggers for automatic actions such as updating stock.
 - 4.1.3. Create Tables and Relations- implement the database functionality by creating tables with primary keys and foreign keys associated with vendors, customers, etc and define the relationship between them.
 - 4.2. Application Development
 - 4.2.1. Develop UI functionality- build the front end interfaces ensuring they are user friendly.

- 3.2.2 Business Operations- build the function that processes user actions and manages data.
 - 3.2.3 Database and Application Integration- connect the application to the database, verify data is able to be retrieved and edited/manipulated
- 5. Testing
 - 5.1. Test Plan Outline- outline the test strategy being used
 - 5.2. Test individual functions to verify they execute properly
 - 5.3. Test Integration to verify the different modules work together as intended and the data processes correctly between all modules.
- 6. Implementation
 - 6.1. Deploy the database system and application to the business and verify it is running properly.
 - 6.2. Monitor usage and collect feedback from users- see how users interact with the system, gather feedback on improvements and implement efficient changes if necessary
- 7. Post Implementation Support
 - 7.1. Maintain ongoing support services- set up a system for user support and addressing technical issues that occur.
 - 7.2. Plan for routine maintenance and updates- schedule periodic maintenance and updates to ensure the system remains efficient.
 - 7.3. Evaluate Performance Metrics and Benchmarks to ensure it continues to meet operational requirements.

Customer Relationship Management

- 1. Customer Profile
 - 1.1. Design a Profile Icon to access the profile.
 - 1.2. Organize the menu with Information, History, Favorites, Reviews, Payment Methods, and Order History.
- 2. Customer Information
 - 2.1. Integrate information from the initial account setup
 - 2.1.1. Enable the option to create an account if the user started without
 - 2.2. Enable customer to input name, email address, phone number, and save delivery address
 - 2.2.1. Allow email to be optional
 - 2.2.2. A phone number is required for in-store purchasing with an account
 - 2.2.3. Enable user to update each section
 - 2.3. Enable customer to select any limitations/disabilities (physical, audial, and visual)
 - 2.3.1. Enable these selections to be attached to user orders as information for the delivery turtle.
 - 2.4. Settings
 - 2.4.1. Login reset
 - 2.4.1.1. Designed with a protected view of current account information
 - 2.4.1.2. Option for changing password
 - 2.4.1.3. Option for changing the account name
 - 2.5. Payment Methods
 - 2.5.1. Customers can add a payment method to their account that will be used at checkout.
 - 2.5.2. Integrate existing systems (Apple Pay, Google Pay, Paypal)

- 2.6. Enable customer to choose their preferred notification method
 - 2.6.1. Designed with app notifications, email notifications, and text notification choices
 - 2.6.2. Integrate app push notifications with phone settings
 - 2.6.2.1. Via popup notification that can take the user to their settings
 - 2.6.2.2. Allow enable or disable options for all email and text notification
 - 2.6.2.3. Require user to input email for email notification
 - 2.6.2.3.1. Email notifications will include user in email marketing
- 2.7. Delete account
 - 2.7.1.1. Design as a button to delete the account
 - 2.7.1.2. Confirmation message: Are you sure? Deleting your account will delete all customer information and saved settings
- 3. Order History and Favorites
 - 3.1.1. Design a list of all previous orders with two icons
 - 3.1.1.1. Previous order design:
 - 3.1.1.1.1. Date Ordered
 - 3.1.1.1.2. Description of the items ordered
 - 3.1.1.1.3. Delivery method
 - 3.1.1.1.4. Payment method
 - 3.1.2. Ability to mark an order as a favorite
 - 3.1.3. Design reorder button
 - 3.1.3.1. Allow users to customize their order before adding them to cart
 - 3.1.4. Design filter by date placed and type (pizza or side)
- 3.2. Favorites
 - 3.2.1. List of favorite items that customers can select from the menu or their order history
 - 3.2.2. Enable user to edit favorites to remove items
- 4. Review System
 - 4.1. Design a menu with Food, Delivery, and App options
 - 4.1.1. Food
 - 4.1.1.1. 5-point scale to rate each aspect of the order (pizza, sides, drinks)
 - 4.1.1.2. Design description box with max 300 words
 - 4.1.2. Delivery
 - 4.1.2.1. 5-point scale to rate the delivery and the turtle
 - 4.1.2.2. Design description box with max 300 words
 - 4.1.3. App
 - 4.1.3.1. Design a dropdown for the customer to select the kind of feedback it is
 - 4.1.3.2. Design description box with max 450 words
- 5. Rewards System
 - 5.1. Design points Icon to access rewards
 - 5.2. Points System
 - 5.2.1. Designed to count 1 point per dollar spent (excluding taxes, tips, and delivery fees) towards a \$10 voucher at 70 points
 - 5.2.1.1. The customer will provide the phone number linked to their account for in-store purchases.

- 5.2.1.2. Receipts will include a code for non-rewards members to use their order toward earning points after creating an account.
 - 5.2.2. Points Viewer
 - 5.2.2.1. Design a graphic to show how many points the user has earned toward the reward.
 - 5.2.2.2. Design dropdown points breakdown showing previous orders and how many points were gained from it
 - 5.2.2.3. Design a button for receipt code to count points
 - 5.2.2.4. Clear points after 12 months of Account inactivity
 - 5.2.2.5. Clear \$10 voucher reward 6 months after the date it is earned
 - 5.3. Coupons and Promotions
 - 5.3.1. Designed to appear below the rewards viewer
 - 5.3.2. Enable the user to save deals/coupons
 - 5.3.3. Design the checkout with an area for the user to see the available deals and discounts and view how their total cost will change depending on
- 6. Marketing
 - 7. Digital Marketing Initiatives
 - 7.1.1. SEO and Content Marketing
 - 7.1.1.1. Optimize website content for search engines to increase visibility
 - 7.1.1.2. Create valuable content that reflects the brand's voice and flexes the app and website capabilities
 - 7.1.2. Social Media Integration
 - 7.1.2.1. Leverage social media platforms to drive traffic to the app and website
 - 7.1.2.2. Create a social media campaign that highlights unique IT system features
 - 7.1.3. Targeted Advertising and Promotions
 - 7.1.3.1. Demographic-Based Campaigns
 - 7.1.3.1.1. Develop advertising campaigns tailored to specific user demographics identified through app and website analytics.
 - 7.1.3.1.1.1. (VIA user profile)
 - 7.1.3.1.2. Utilize user data for personalized marketing messages
 - 7.1.3.2. Promotional Offers
 - 7.1.3.2.1. Design promotional strategies that encourage app downloads and website visits.
 - 7.1.3.2.1.1. Coupons, Deals, Promotions, etc.
 - 7.1.3.2.2. Create time-sensitive offers that are triggered by user behavior on the app and website.
- 8. Branding
 - 8.1. Brand Identify Development for Digital Platforms
 - 8.1.1. Visual Design Alignment
 - 8.1.1.1. Create a cohesive visual theme that aligns with the brand identity across the app and website.

- 8.1.1.2. Optimize logo and design elements for digital use ensuring consistency and visibility.
 - 8.1.2. Interactive Experience Design
 - 8.1.2.1. Design engaging and intuitive interaction points on the app and website.
 - 8.1.2.2. Implement motion design to guide user behavior and enhance aesthetic appeal.
- 8.2. Consistency in User Experience
 - 8.2.1. Unified User Interfaces
 - 8.2.1.1. Standardize user interfaces for both app and website to ensure a seamless brand experience.
 - 8.2.1.2. Develop a style guide specific to digital platforms to maintain design integrity.
 - 8.2.2. Accessibility Enhancements
 - 8.2.2.1. Ensure all branding elements are accessible to users with disabilities
 - 8.2.2.1.1. Rochester has a large deaf population
 - 8.2.2.2. Integrate best practices for accessibility into design elements and interactive features.