

# Project 1: Topic and client

## concept statement

### *Overview*

This project reflects consulting work in the real world. You have a project team and a client.

This first assignment establishes your client and the topic or issue that you will work on for the client by writing a project concept statement.

### **Concept Statement**

#### 1. Choose and describe your client

Select a client organization, someone or some organization who needs a new system or a revision of an existing system, that will provide the setting for a hypothetical system your team will develop in subsequent projects. It is fine to use connections you already have (e.g., places you have worked, places where friends work), or you can search online or use the campus directory. **The client and/or potential users will play a role throughout the project, so you need to find someone (or some group) who will be available enough and willing to meet with you occasionally.** Although you can conduct some client communication over the phone or e-mail, you will need to meet with the client directly several times during the semester so it is much better to have a local client.

Client Organization: King's Pizza and Subs

Client: Mohammad Bhatti

Location: Baltimore, MD

Relation: Ali Bhatti's father's small business

Communication: Ali will do the majority of communication with the client since he visits Baltimore pretty often. The group will also get phone and e-mail information from the client and can contact him that way.

Revision of system: The client would like to update his existing physical menu board and make it more interactive. Currently there is a permanent menu board displayed on the wall, but the client would like to implement a digital menu board. This digital menu board would be displayed on an existing TV at the restaurant where the menu items can be easily edited, specials and deals can be easily displayed, and pictures of the food items can be available. Currently, there isn't many pictures of the menu items so the customer wouldn't know how the food is served until they actually order it.

Implementation of a system: Also, a system that can be implemented is a service tracking the inventory of ingredients of different menu items. Groceries are done regularly throughout the week for the store, but digitizing this information (it is done by hand currently), would make it easier to read for both the employees and the manager who does the groceries. If an item needs stock, an employee would be able to input that in this system, which the manager would be able to see. This would prevent the constant back and forth between the employee and manager about what is in stock. Some ideas for potential software services are spreadsheet software and other similar products.

Implementation/Revision of system: social media of the restaurant. Currently, the only somewhat active account for this business is the Facebook account.

**Get your choice of client and product or system approved by the instructor.** Then contact your client, explain your project assignment, and get acquainted with your client contact.

2. Choose and describe the topic or issue you will work on

Choose and describe a major challenge, dilemma, or need that your client has that will serve as the need you will design for. Select a topic that is relevant to the campus or local community.

### **Making in-person menu selection more accessible and efficient**

Some examples of the kinds of topics you might think about are:

- Improving accessibility on campus (Client: Office of Diversity and Inclusion)
- Making it easier to find parking (Client: UMD Department of Transportation Services)

**NOTE: Each team should have had its topic approved as part of the challenge statement exercise.**

## ***Project concept statement specifications***

Your project concept statement should be 150 words or less, written in paragraph form. To get started, we want you to take a broad view of the system and in later deliverables, you might select a few key parts of the overall system.

**Despite there being a permanent regular menu board displaying the different menu options a customer can order, this type of menu fails to allow customization and updates to the menu, as well as display the latest deals and what the food looks like. Our role is to create and design a digital menu that shows regular menu options, deals and specials, as well as pictures of the menu items. We plan to implement this in a slideshow format, making sure it runs smoothly with the TV's dimensions. A system that can also be implemented is a tracking service showing the inventory of ingredients of different menu items, which would aid with grocery shopping for the store.**

## ***Project Website***

**<https://whitley0.wixsite.com/princesolutions>**

As part of this semester-long project, you will create a website to track the progress of your project as it develops. For each project assignment, you will update your website to reflect the work done in that phase. Throughout the semester, you will be asked to post exercises that prepare for the final deliverable. You will share the exercise results in discussion boards but you will share your project website for the graded deliverables. Your classmates and we will review the projects via their website, so it is important to make sure the website does a good job of reflecting your project and the hard work you have put into it.

You can use any web hosting platform you choose (Wix, Squarespace, Weebly, Google Sites, TerpConnect, etc.). You are welcome to use existing web templates/designs (in other words, you do not have to create the website from scratch).

Please post the link to the website in the Project website discussion at the top of the home page and provide a direct link to each project assignment. We will use your website throughout the semester, so it is important to make sure it is up-to-date.

The goal of the website is for it to tell the story of your project and potentially serve as something you can include in a work portfolio to show future employers. Online portfolios document these types of projects and are increasingly common in design fields.

Project Proposal			
Criteria	Ratings		Pts
Contains clear high-level missions statement about topic and target system	2.0 pts Full Marks	0.0 pts No Marks	2.0 pts
Clearly identifies client	1.0 pts Full Marks	0.0 pts No Marks	1.0 pts
Describes expected users (more than one class of user at this point)	2.0 pts Full Marks	0.0 pts No Marks	2.0 pts
Describes what users will do with system	2.0 pts Full Marks	0.0 pts No Marks	2.0 pts
Describe why the system is useful	2.0 pts Full Marks	0.0 pts No Marks	2.0 pts
A post on the website includes link to project website	1.0 pts Full Marks	0.0 pts No Marks	1.0 pts
Total Points: 10.0			