Group 4

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Milestone #1

Business Rules:

* Customer Management
  + Must keep track of Outland Adventures’ customers (customer\_id)
  + Customer Details can be provided such as name/address/contact info
  + They can book multiple trips
* Trips
  + Each trip can have multiple customers
  + Each trip must have at least one guide
  + Each trip must have a unique identifier (trip\_id)
* Equipment Management
  + Equipment inventory must be kept up to date/must not be over 5 years old
  + Equipment inventory must have a unique identifier(equipment\_id)
  + Equipment must either be rented or bought outright
* Advertising/Marketing
  + Must keep track of popular locations in Africa, Asia, and Europe (Down and upward trends)
* Guides
  + Must be in charge of organizing
  + Must be in charge of planning the trips including investigating airfares visa requirements and inoculations..
* Ecommerce
  + Website where customers can access information about trips/check schedules
  + In the website customers can also purchase equipment

Assumptions

* We assumed items over five years old would require replacing due to safety concerns which will need to be updated in the database when replaced.
* We can assume that the revenue from the business will be steady and viable to pay employees, purchase inventory and supplies.
* We can assume that our marketing team will improve optimization with ecommerce have an upward trend in sales.
* We assume that customers will follow through with their bookings and pay entirely for their trips
* We assume that all the data is accurately entered in the database to minimize mistakes and keep the business integrity.

ERD

A diagram of a diagram

Description automatically generated with medium confidence

Relationships

* Customer to Transaction
  + One customer can have many transactions
* Customer to Booking
  + One customer can have many bookings
* Trip to Booking
  + One trip can have many bookings
* Employee to Trip
  + One trip can have multiple employees(multiple must be working together to achieve a trip)
* Inventory to Transaction
  + Many inventory/equipment to many transaction

Outland Adventures

Blythe Timmerson and Jim Ford, both outdoor enthusiasts, opened Outland Adventuresas a sideline to their fulltime careers. They hoped to cater to other people who enjoyed hiking and camping in far off places. They thought that if they could arrange guided trips, provide the equipment needed, and develop the right advertising, then Outland Adventures might just succeed. When it became apparent that they had identified a much needed market, they both quit their current jobs and devoted their full time and energies into their joint venture.

When they started running Outland Adventures, they hired two guides; John ‘Mac’

MacNell, and D.B. ‘Duke’ Marland. These two would be in charge of organizing and

planning the trips, including investigating airfares, visa requirements, and inoculations..

Blythe and Jim also hired Anita Gallegos to take over the marketing aspect of the

organization. Dimitrios Stravopolous is responsible for ordering supplies for the trips as

well as keeping the equipment inventory up to date. Customers may either rent or buy

their equipment outright. Mei Wong has just been hired to develop an ecommerce site

where potential customers can find out information about Outland Adventures, check on trip schedules, and purchase hiking and camping equipment.

While Blythe and Jim have been taking care of the administrative and office operations,

they have recently started wondering if it was time to optimize the organization. Some of the questions to be answered are:

Do enough customers buy equipment to keep equipment sales?

So far, they have conducted treks in Africa, Asia, and Southern Europe. Is there any one

of those locations that has a downward trend in bookings?

They are a little concerned about the age of some of the inventory. Are there inventory

items that are over five years old?