# WizBiz scenario

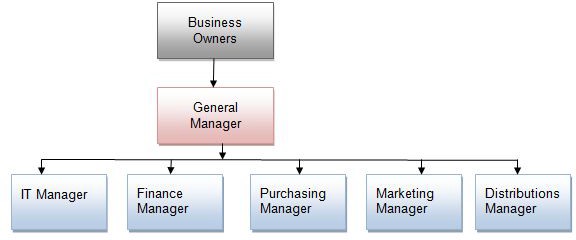
## The team

Neither Sally nor Shane will be working at WizBiz as they need to keep their current jobs to fund the start-up, however they have employed the key members of their team. Other staff will be employed as required; it is expected that there will be approximately 40 staff members employed when the site goes live.

The following are the key members of staff:

|  |  |
| --- | --- |
| Name | Job role |
| Sally Smith | Owner |
| Shane Jackson | Owner |
| Gayle Winters | General Manager |
| Alison Garmen | IT Manager |
| Joshua Aspley | Finance Manager |
| Annette Wilson | Purchasing Manager |
| Phillip Parker | Marketing Manager |
| Lillian Groves | Distributions Manager |

## Organisation chart



## Initial interview responses

### Owner: Sally Smith

Hi I’m Sally. I am very excited to meet you and get the most important part of our business started. Without this system we have nothing. It is mission critical and we have so many ideas. My requirements are pretty simple it seems, but really we want to make the little things about the interface separate our site from the competition.

In summary, we will be designing and implementing what will be an online shopping portal. The site will need to be intuitive in its design as it will be available to members of the public who will not be trained in the use of the software. The system will allow more than one category and different brands under a segment.

The thinking is that a customer visits the online shopping portal. A customer may buy an item or just visit the page and logout. The customer can select a segment, then a category and brand to get the different products in the desired brand. The customer can select the product for purchasing. The process can be repeated for more items. Once the customer finishes selecting the product/s the cart can be viewed. If the customer wants to edit the final cart it can be done here.

For final payment, the customer has to login to the portal. If the customer is visiting for the first time they must register with the site, otherwise the customer must use the login page to proceed. The final cart is submitted for payment and card details and address (where shipment has to be made) are be confirmed by the customer. The customer is provided with a shipment ID and delivery of goods is to be as soon as possible. In any event, the business requires this must be within 15 calendar days.

At this stage we need to make some assumptions:

* The currency used will be Australian Dollars, as at this time the site provides only for an Australian customer base.
* There are different segments, categories and brands, where a brand can fall under more than one category.
* The shipment of the goods is outside of the system features; we only need reporting of shipments required at this time.
* Complaints by the customers are not handled within this system.
* Customers have to be validated before the payment can be confirmed.
* There will be an Administrator function within the system to enter and maintain the products available for purchase from the portal. This may or may not be from a totally separate interface

I’m too busy to give you any more information right now, but we will need to complete some group sessions soon to get the more specific details out on the table.

I have arranged for each member of the key staff to give you a preliminary briefing of their needs, except Phillip, the Marketing Manager. Phillip is too busy and really does not have much to contribute other than the fact that he wanted me to ensure that you would make the interface easy to use and ‘clean’. He suggested you get in a sample group of potential users to do some testing of the interface once it is ready.

From my perspective, I just need to make sure that the system is ready six months from now. It needs to provide the staff with a simple way to enter and maintain the hundreds of products we will stock, about 20 management reports we anticipate and most importantly the ability for customers to view, select and purchase products from our public site.

Oh and don’t forget that we need to protect the confidential information we store. Don’t hesitate to contact me if you need anything else.

### Owner: Shane Jackson

Wow it’s really happening now. Sally will have told you most of the important stuff I am sure.

Really she is the brains in this unit. I don’t know if they have told you but she used to work for a well-known online shopping company. Her contribution is that she knows how to make this type of business thrive. We studied together and always wanted to be our own bosses so this is it, our big chance. We are so glad to have you on the team.

I just want to reiterate that we have to have this complete in six months no matter what; that date is critical. I think we need to have some of the staff who will be using the software involved in the design – maybe we need some sessions with them. Oh and definitely let them get involved in testing.

I know we have asked for a pretty big potential growth. That is important; we want to think big and shoot for the stars. We want to be sure the system is able to go where we are planning to go. Robust – now that is a word that I keep coming back to – nothing worse than an unstable site. I’m sure you will be on top of that though.

Sally and I should be the ones to sign off on anything significant – I mean, we want to see the final design before you start coding that is for sure. We will be busy with our day jobs but this is our baby. Email us anytime.

### General Manager - Gayle Winters

I joined the team two months ago now. I have been so busy that I have had to leave most of this to Alison, Annette and Lillian but I want you to know that they are my team.

I need to be the one responsible for this project. I’m not sure what you call my position on this type of project but I think I am your customer here. I am available for briefings each Monday 2pm so let’s pencil that in our diaries – no, on second thought let us put it in using red pen. We might as well have the others you think are necessary there too; kill a few birds with one stone as they say. Having said that, don’t hold back – my door is open if anything significant comes up – don’t wait until Monday.

### IT Manager - Alison Garmen

Things are pretty busy this week but I think I need to give you some input. We will need to have a group of us overlooking this, I think at least me and two others – I love an odd number in a group like that. Choose who you think would be best.

The infrastructure is on its way; well they said it is so I hope that is the case – sadly this vendor let me down once before. You will not have any servers until at least three weeks from now though so let me know if that is a problem; they say worst case is five weeks. I am planning that you will have development, test/training and production servers. There will also be the secondary site which will be for failover.

I am currently recruiting for the following positions:

* Network Support
* Network Administrator
* Database Administrator.

It’s early days here and I expect I will need to have about 10 on my team eventually. I just haven’t decided exactly what skills will be required. The website will be 24x7 so it’s going to be a big task for sure. Plan for anything you need and I will take that on board.

We need to make sure this is done right. We don’t have an existing governance framework but I would like to make sure that what we do is sound. I want you to reference a specific reputable methodology in your planning. Most of the team here has never done anything like this so we will be looking to you to guide us when it comes to processes and procedures that we should be following to get this right the first time.

I suggest you use Annette and Lillian for most of the requirements gathering, to minimise the impact on Sally’s time. Sally feels that Annette and Lillian are totally on the same page as her; be sure you make good use of them.

### Finance Manager - Joshua Aspley

The budget comes through me; I have $150,000.00 available and this is just for this project – i.e. building the site. The hardware, support and maintenance, telecommunications are all budgeted for separately.

I cannot spend a cent more so make sure there is some contingency in your planning.

I really don’t know much about the project but I do know finance. Contact me if there are any issues with the budget.

### Purchasing Manager - Annette Wilson

I will be leading those who will need to enter the products into the system as it will be part of the purchasing function.

When we have new products available we will enter them into the new system. I don’t see this as a complex function. I don’t want to get into too much detail now but there will need to be details about things like cost per unit, price for sale, description, brand etc. We will need to be able to maintain these items too, if things are wrong or if they change. We will need to be able to group things into categories too, like Hard Disk Drives, Keyboards and so on.

Sally is keen to have a model where we only stock items we can get quickly, so we do not need to manage availability via this system – it is all available all the time. We will use reports from the system to determine what is purchased daily and cross check that against stock and order as necessary. It may sound like the hard way but Sally is sure it will be all right. We will see, I think we may need to integrate with the inventory component of the finance system later – but we’ll cross that bridge if we come to it.

Call on me any time.

### Distributions Manager: Lillian Groves

My team will be responsible for getting the products that are purchased out to the customers. The customers will basically go online and search for what they want. They will put in details about the product, including quantity of course. We need to store customer details. We need to know where to send things that people buy and we need to process payments before we send those things out. I suppose that will mean a profile linked to some sort of logon. I’m not sure what thought has gone into maintaining those logons though.

Nothing will go out until it is paid for. Sally has said she wants to have a few methods for customer payments, not just credit card.

We will need some robust reporting; things like labels will be included in that. No way do we want to be labelling thousands of product packages by hand!

I have to run to a meeting now. Just let me know what you need me to do. Oh and if you need anyone from my team just run it by me first please.