

# Swinburne University of Technology

## 2021- HX09- ICT10001- Problem Solving with ICT (Fall Course)

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### Project: Baby Hut

Group 18

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# Executive Summary

## **Our Mission**

Baby Hut is currently requiring further updates for the official website for all the companies across Australia and worldwide. The items, purchasing methods as well as periodic payments for all baby accessories' buyers across different nations in and outside Australia.

After several months of manufacturing the Baby Hut, besides purchasing services, a customer assistance service is pending to be updated as early as possible to get more direct feedback from every customer about the service, project as well as items they purchase throughout different sites. Moreover, we have permission to base on Google Analytics to optimize the number of customers accessing the website to measure suitable prices of the products.

Setting up Facebook and Instagram official accounts is also the mission to get more customers to expect more items and accessories, as well as to set the accounts as a quicker way for customers to contact our service for 24/24hrs via Help Centre. Every shop manager has a responsibility to assist all customers as soon as they want.

Also, further steps need to be taken to strengthen the website's security by periodic maintenance. Once maintenance is necessarily required, every customer will receive accurate information about the exact period of system maintenance.

## 1. Introduction

Baby Hut is one of the main rental chain and baby equipment distributors in Victoria, Australia. 3 years ago, the first Baby Hut store was opened in Melbourne. Today, the company has 5 stores around the city and is interested in business opportunities. Every 20 seconds, an infant is given birth. No other field has that huge of potential. And not just in Melbourne, Victoria, or Australia, we want to expand Baby Hut's influence around the world, not only to promote the company but also to spread the importance of taking care of children. They are our future.

So far, Baby Hut has completed the very first goal- taking over the full responsibility of providing baby equipment throughout Melbourne. To broaden our role, we aim to provide extra services to customers such as pickup and delivery, personal assistance to customers about their selections, and to provide a far more extensive selection of baby equipment for hire or sale from around the world, as well as the opportunity to purchase baby equipment from anywhere, anytime, with no limitations.

Baby Hut owners have been investigating opportunities that involve the use of online and mobile technologies to enhance the offering of the company. Currently, each store has its software to manage the hire and sale of baby equipment, but these are not directly linked. Each store has a manager with suitable casual staff. The current software is limited to applications offered in the MS Office suite of applications. Customers are still relying entirely

on the expertise of the store manager and staff to provide advice about baby equipment that is available and obtaining them.

The solution to this problem is to activate an Information Communication Technology (ICT) system, with a website, social media platforms, and customer service to promote sales along with management purposes. We believe that the system will provide more convenient experiences for customers.

To bring about this new, fully completed information system, we need a team of developers to generate and manage the program. To satisfy the necessity, the owners of Baby Hut have hired the services of the IS Consulting Organisation [ISCO].

## 2. Organization background

- Growing a baby equipment sales and rental chain.
- Interested in a business opportunity and filling a market niche.
- Want to provide extra services and baby products for hire or sale to compete with other baby equipment chains.
- Has been investigating opportunities that involve the use of mobile and online technologies to enhance the offering of the company.

## 3. Problem and Scope

- Throughout the process of improving the website, our team has encountered some difficulties which have been the major setbacks for the project
  - + 5 stores in Melbourne have their software but are not directly linked together.
  - + The reservation system is appalling since there are not enough systems to support the section and information is kept on sticky notes, which is informal.
  - + The information system needs improvement to monitor performance and provide support to customers.
  - + No system to take feedback from customers, this is a functional requirement to get more information of what the customers' needs are and to know what area we should work on.
- Regardless of the drawbacks, our team tried our best to reach the project scope that we have set up before, to deliver a well-functioning website to the user throughout the country.

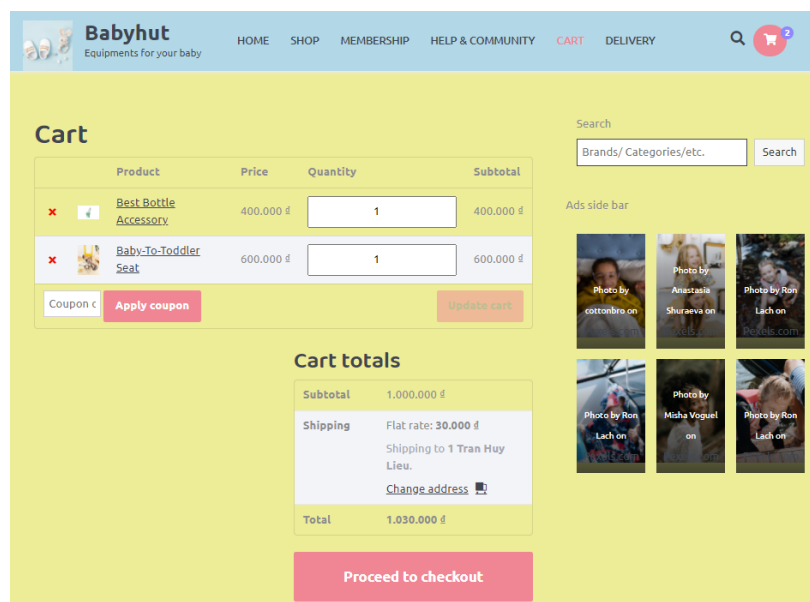
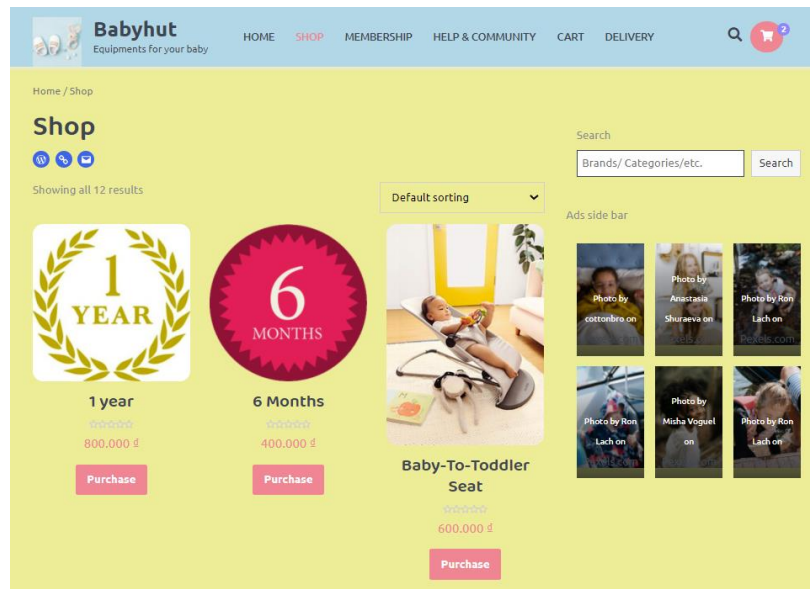
In scope	<ul style="list-style-type: none"> <li>- A fully developed information system for the whole organization, including all shops nationwide.</li> <li>- Items for hire and/or sale are logically displayed in the “Shop” section according to specific categories.</li> <li>- Services and membership for monthly and yearly subscriptions.</li> <li>- Develop a help centre for general guidelines.</li> <li>- A communication system to monitor incoming phone calls, messages (for direct help and/or booking reservation).</li> <li>- Create an instruction menu for the sales and advisor team to clearly understand how the system can be worked with and monitored efficiently.</li> </ul>
Out of scope	<ul style="list-style-type: none"> <li>- Website’s ongoing maintenance and upgrades.</li> <li>- Develop a staff management system.</li> </ul>

## 4. Methodology

- From the beginning of the project, our team has been using Agile methodology to manage it. The benefit of the methodology is that we have been able to adapt to the situation and solve the problem that we face in the fastest way possible and have lower the chance for the project failing. For example, after discussing and getting feedback from the clients that some functionalities were not working properly, we had made some quick fixes to reach the expectation of the customers.
- Throughout the process, we must include some features through WordPress plugins to meet some requirements that were previously mentioned in sessions, which have also helped reduce the number of risks in our project. Some of them are a social page and a feedback form to take customers’ feedback to provide them with the information of the website and support.

## 5. Results

- Up until now we have gotten some fairly good results and feedback on the website and some core features of the website are:
  - One of them is the shop which now has been updated with new products and information about them. In addition to that is a shopping cart section to view what customers have in their cart. This has helped solve part of the problem with the reservation system which we were previously struggling about.



## Checkout

☐ Have a coupon? [Click here to enter your code](#)

### Billing & Shipping

First name \*

Last name \*

Street address \*

Phone \*

Email address \*

### Additional information

Order notes (optional)

Notes about your order, e.g. special notes for delivery.

### Your order

Product	Subtotal
Best Bottle Accessory × 1	400.000 đ
Baby-To-Toddler Seat × 1	600.000 đ
<b>Subtotal</b>	<b>1.000.000 đ</b>
Shipping	Flat rate: 30.000 đ
<b>Total</b>	<b>1.030.000 đ</b>

- Another feature that is considered very important is the feedback form of the help centre to help answer customers with their questions or solve their problems with the website. This is the result of the discussion around how to solve the problem of monitoring the performance of the website and to provide support for customers, which also helps us in realizing what we need to work on.

## Help & Community

### Contact us

To get support, please contact us at:

Phone: +84 123456789

Email: [luongtrac.ducanh@gmail.com](mailto:luongtrac.ducanh@gmail.com)

### Help center

#### How may we help you?

Fill in the form to get responses quickly or send messages to our Facebook page above.

First Name \*

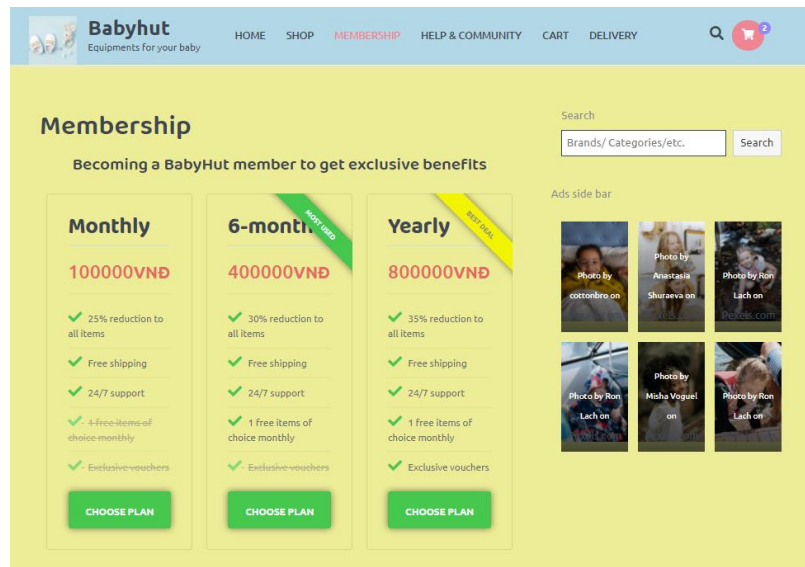
Last Name

Email \*

Your problem \*

Description

- Besides the two core features of the website, we also added in a considerably fascinating feature which is the membership feature, and luckily most of the work on which were made using the WordPress plugin.



## 6. Change management

- After introducing the website, the company's revenue is predicted to increase significantly due to the combination of traditional shopping methods and online shopping.
- The website also has been updated with more changes regarding a new plugin for taking customers' feedback, a wide variety of products to choose from.
- We now introduce to clients a list of options for the delivery service.
- Shortly, we plan to expand the web to a larger scale and to do that we have to organize more discussions about what features should be included on the website to be more suitable for foreign clients.

## 7. Discussion

- Some limitations the website currently has are the lack of social media pages for the customers to update new information on the site and the underdevelopment of the blog site, moreover, plugins' potentials are not utilized optimally.
- Another constraint that remains on the website is related to SEO, according to the analysis of which we still have up to 8 critical issues to consider and solve. Some of them are that the meta description of the page is too long, and some JavaScript and CSS files are not minified.
- So, in the following years to come, we intend to implement a system to secure the web from outer risks and make announcements for any further changes or the maintenance of the website. Every customer should also be informed about the maintenance whenever necessary.



## 8. Conclusion

After several months since the project and various of Baby Hut's companies across Australia as well as across the world were founded, the most extensive problems are mainly about the customers' interactivity and insufficient plugins. The customers still have not many ways of contacting the companies, just by e-mail or conventional phone numbers. Customers have the highest rights in selecting items and feedbacking the companies about the services, so more plugins for customers' service should be the top priority.

The biggest success of our Baby Hut's official website is that more and more helpful items and products, with customers' access to what's in the customers' shopping list. However, customers need further ways of contacting our companies to let them be assisted at any time. Monthly or weekly surveys should also be demonstrated for all the customers to have their rates and further feedback from them.

Moreover, the system needs higher levels of security and the system's management has the responsibility to inform all the customers and users about the maintenance of the system.

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# Appendix

The user guide will be attached to our assignment upon submission.