

**Case study information:** Please read [Baby Hut information](#) (PDF 376 KB) for full details.

**Introduction:** Baby Hut is a growing baby equipment sales and rental chain. The original store was opened several years ago by three young entrepreneurs Peter Hamill, James George and Angel White. While Peter and Angel were very knowledgeable about baby equipment, James was particularly interested in a business opportunity and filling a market niche. The niche he perceived was that while the major baby equipment hire chains provide the latest and more popular baby equipment, Baby Hut could 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.

More recently James has been investigating opportunities that involve the use of online and mobile technologies to enhance the offering of the company.

The stores have been far more successful than the owners could have imagined. The company now has five stores in Melbourne, and can see opportunities to expand the chain into other cities and states. Each store has a manager with suitable casual staff. As well as finding their niche, success has come about through careful selection of locations and of committed and knowledgeable managers to run each store. So far, the three owners have been able to manage and support store managers effectively by regular personal contacts. However, it is clear that if they are to expand this will become more difficult and there must be an improvement in the information systems to monitor performance and provide support.

Currently, each store has its own software to manage the hire and sale of baby equipment but these are not directly linked. The current software is limited to applications offered in the MS Office suite of applications. For management purposes each store prepares its own individual reports, summary reports are sent to head office where James then consolidates them for the company as a whole. Each store has a list of titles available through the company but not what is held in other stores and the customer relies entirely on the expertise of the store manager and staff to provide advice about baby equipment that are available and obtaining them.

To supervise and plan the development of a new information system, the owners of Baby Hut have hired the services of the IS Consulting: RAD Corp.

**Important information and data:** The following document contain sample data and Baby Hut requested:

- security and possible search facility
- functionality
- reports.

**Further requirements:** The following are some further requirements from the business owner regarding their website after a meeting with RAD:

- The owners possess basic IT skills, they want a website that is easy to be maintained and upgraded. For example, the website is uncomplicated at the back end (e.g., not too many overriding plug-ins).

- Easy navigation throughout the website is also desirable.
- The owners have highlighted that mobile compatibility (iPhone and Android) is a must. Users should be able to access the website from multiple devices such as computers, mobiles and tablets.
- It is essential that Google Analytics is used to track visitor traffic including where customers come from and how long they stay on the website.
- They also want the website that has high security so that they can prevent attacks from hackers.
- Finally, the owners would like to have search engine optimization so the results in search engines show the name of their company at the top of the list.

**You are studying the SDLC with Mr. Trung Pham, is an IT specialist, he suggests you that you should organize your project (like RMO Tradeshow System) into six several iterations.**

### **Working in teams of two members**

**Part 1: Make a PowerPoint for your team plan for the first iteration is to have it finished in just six days.**

**Part 2: Make a report for your final project deliverables includes:**

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|---|------------|
| P1. Initial activities (System Vision Document, Obtain Approval,..) | (1points)  |
| P2. Plan your project   | (1points)  |
| P3. Discovery and Understanding the details                         | (3points)  |
| P4. Design System Components  | (3points)  |
| P5. Build, Test, Integrated System Component                        | (2points)  |
| P6. Complete System Testing and Deploy the System                   | (1 points) |

Each student works at least **2 use cases for P3,P4,P5,P6** for final project (50%)