

PROJECT DELIVERABLE 2

ISM 6128, Periods 3-4, GROUP 17

Building Information Systems for Pet Paradise (Dog Care Service)

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Pet Paradise is a dog care service that provides dog owners with supervision, care, and playtime options for their dogs at a set location for a predetermined amount of time. The service requires information systems to support processes for (1) new customer registration, (2) dog care scheduling, (3) payment and (4) loyalty program rewards. Users of the system are dog owners, dog sitting schedulers, dog sitters, and the Pet Paradise management. Its usage saves time, costs, and improves convenience and experience for all parties involved. The system will store a variety of information necessary to track and schedule dog care services across the processes outlined.

During the new customer registration process, the dog owner provides information on themselves and their dog. Registering customers allows for ease of booking visits and provides record keeping for both the customer and Pet Paradise employees. Customer information including first name, last name, home address, phone number and email address is collected. The dog's name, breed, age, health history, diet, veterinary contact, and play/socialization preferences is also collected and stored, associated with the owner's information. The registration process creates a customer ID that represents the customer and their dog(s).

Once registered, customers schedule services using a mobile application. They can view availability by date and time on the app and book drop-off and pick-up times accordingly for their dog(s). Scheduled dates and scheduling history are stored in a database as they will serve for staffing and trends analyses. Payment information (credit card or checking account) is collected at this time and processed by the bank of record.

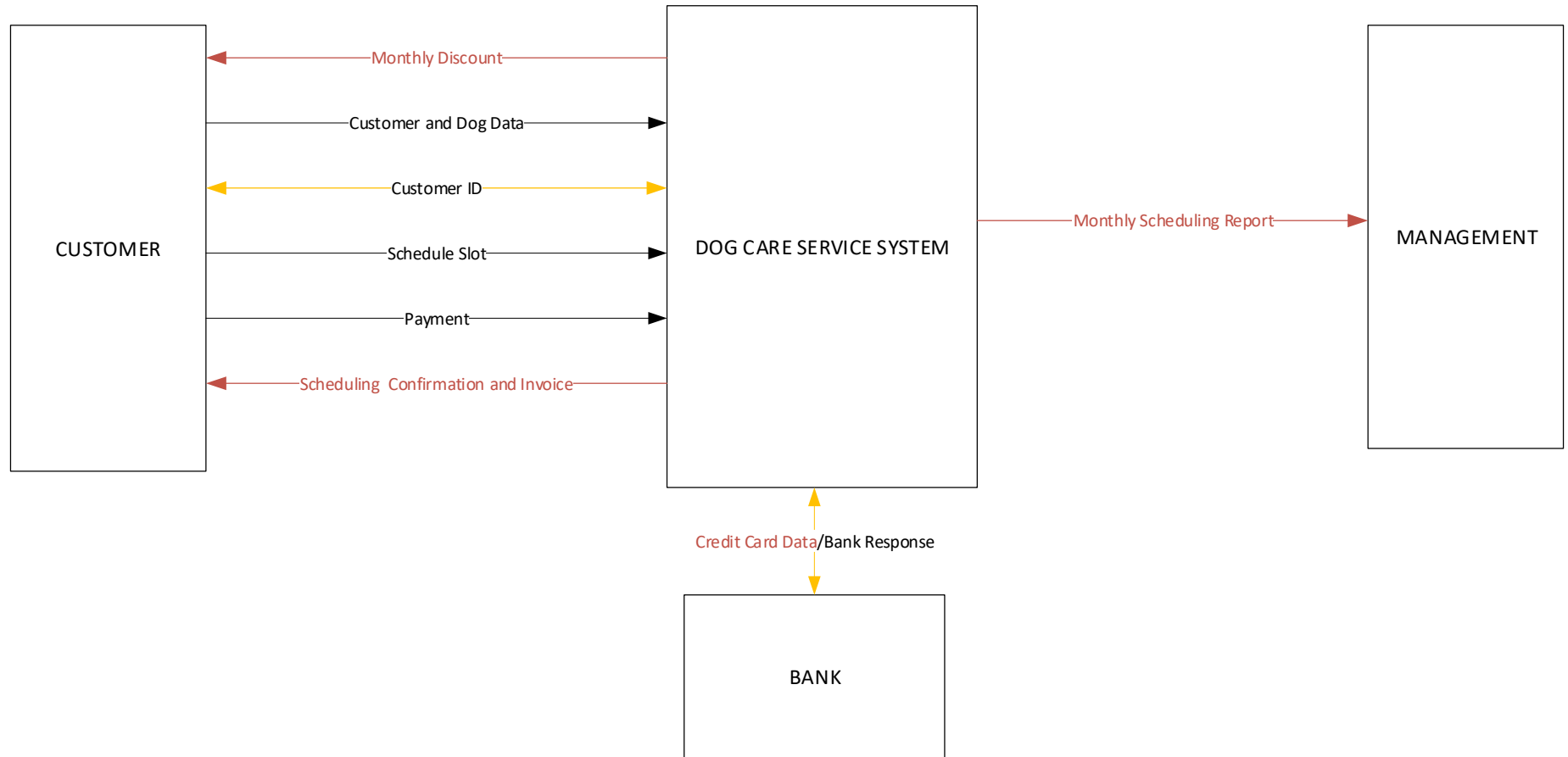
The rewards program is based on a point system that correlates to hours the dog has spent at Pet Paradise. Every hour is equal to one point, and for every 25 points, a customer receives one free hour of service per month. The system must keep track of hours booked for each

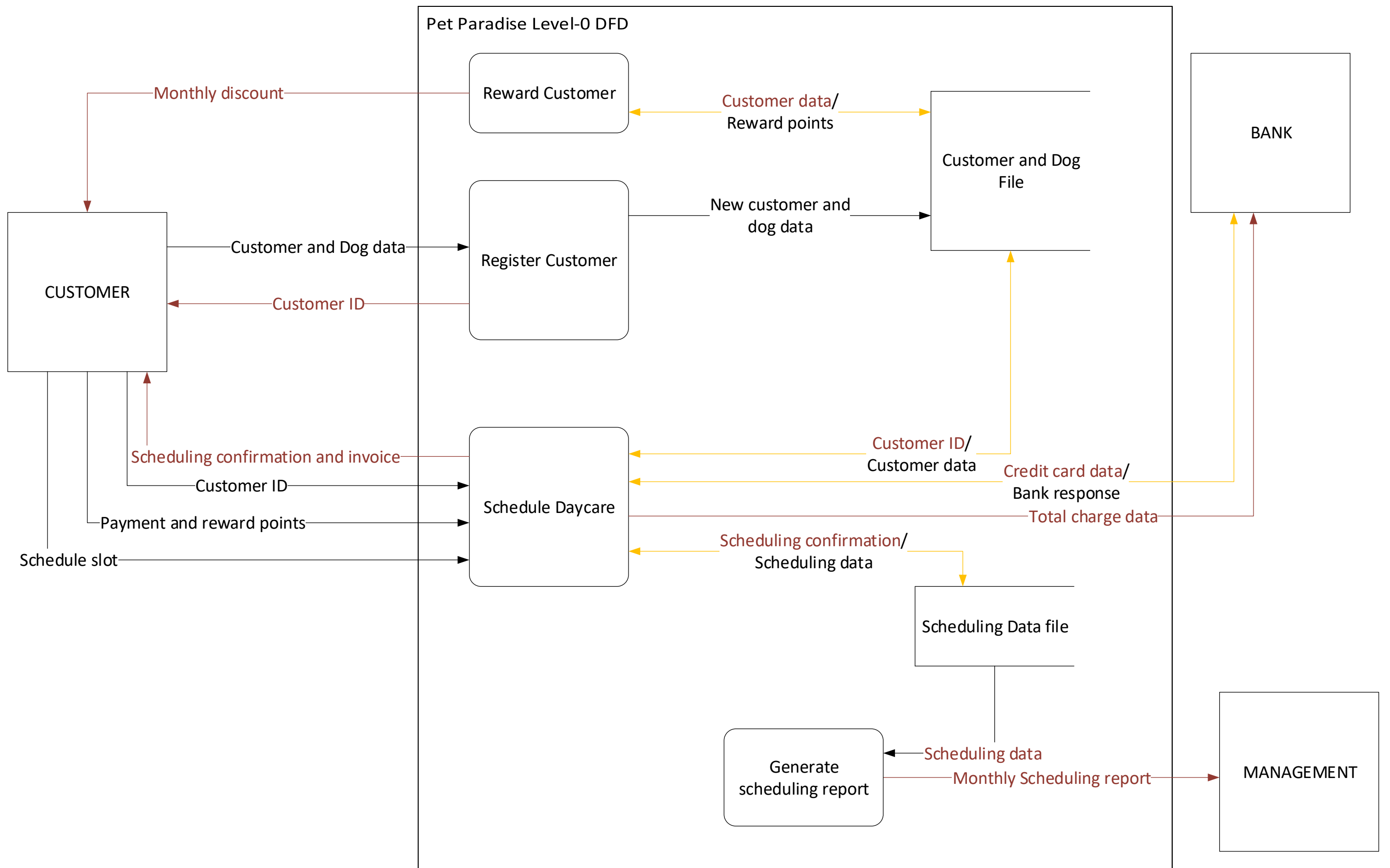
customer and note when rewards are applicable in a given month. This program incentivizes repeat business. This data is stored with the customer and dog data.

Decision-making is driven by data. The stakeholders of Pet Paradise can derive considerable benefit by analyzing stored data in the form of user information and bookings. Using its robust database, our system will be equipped to create reports not only for the management and employees, but also for our customers. Reports for management and employees include sales records, customer demographics, customer acquisition/churn, scheduling trends, dog feedback records and rewards program overview. Reports for customers include scheduling history, payment history and rewards earned/used.

The system will enable the Pet Paradise general manager to operate efficiently and effectively. The goal is to provide a smooth customer experience and ultimately reduce waste by strategically managing costs. Moreover, the system records scheduling data which shows trends in demand. The manager can predict how many employees are needed each day by understanding customer demand patterns. By eliminating repetitive tasks and performing demand analysis, the system helps a manager save money.

Pet Paradise – Context Diagram





Pet Paradise Level-1 DFD – Process 1, Customer Registration

