

**#I-003**

**Suggestions and Feedback  
Management System**

**Triton Technology Specialists**

**Will Strickland**

**Grayson Giles**

**Nathan Willet**

**Lydia Stoutah**

**Fanny Schoenbeck**

**Edmonds College**

**Computer and Information Systems**

**CIS 213: System Analysis & Design**

**March 13<sup>th</sup>, 2023**

**Morteza Chini**

**Memo Report**

To: Stephanie Johnstone, office manager at Edmonds Chamber of Commerce

From: Triton Technology Specialists, Lydia Stoutah, Will Strickland, Nathan Willett, Grayson Giles, and Fanny Schoenbeck

Date: March 13, 2023

Subject: System requirements- Suggestions and Feedback Management System

Attached below, the system requirements- Suggestions and Feedback Management System report for your convenience to review. The management review meeting will be at the Edmonds Chamber of Commerce meeting room on March 13<sup>th</sup>, 2023, at 10:00 AM.

We are looking forward to meeting you on the 13<sup>th</sup>. Please feel free to call us or email us if you have any questions or concerns prior to our meeting.

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## **Section 1: Management Summary**

The Triton Technology Specialists were contracted by the Edmonds Chamber of Commerce to recommend or design a new system for collecting feedback and suggestions from members of the community.

This document provides a full analysis of the current business environment, the problem, and how we plan to address it. We previously conducted a feasibility assessment of the request which included a review of operational, economic, and technical factors, as well as schedule alignment (see Appendix B). We will also be documenting project progress through Gantt and PERT charts as well as showing how the system itself works with FDDs and DFDs (Appendix C). The new system needs to be able to log information such as managing feedback from chamber activities and events. The feedback that will be collected online also needs to be saved within a database, so it does not become lost. We will be using multiple types of diagrams and charts to convey the processes of the system and what requirements we need to meet.

## **Section 2: As-Is Model – Current Situation Analysis**

### *2.1 Current Information System*

#### **2.1.1 Introduction**

The following section provides our analysis of the current information system and business processes.

#### **2.1.2 Analysis Approach**

##### **Functional Decomposition Diagram (As-Is)**

We will be using the Functional Decomposition Diagram method to document the information system at Edmonds Chamber of Commerce Office and the many stages of said system's effect on the office from top to bottom. At the top of course would be the management, who were the ones who requested us to do this project. Then as we go further down you will see the second and third levels with gathering plans, budgeting, and at the bottom the people who will attend the gatherings who will send feedback.

##### **Data Flow Diagram (As-Is)**

Data Flow Diagram starts from the already made FDD. With DFD, we will be showing exactly how the data works such as user online feedback, having said feedback saved to a database/online cloud, and how this feedback will be categorized. Since we will be using preexisting software to take care of these issues, the diagram will go in depth about how said software and the database will get all of this done.

#### **2.1.3 Problems to be Solved**

Stephanie Johnstone, the office manager at Edmonds Chamber of Commerce Office, has requested immediate attention for a system

replacement because the current system cannot meet the demand that is required. The problem is that there is no proper way of getting feedback from people online that can be stored properly. Verbal feedback requires not only to get people to speak what they thought of the event they just attended, which can be an issue if someone has trouble speaking or the person listening mishears what is said, there is no way that it can be stored besides the listener writing it down. Paper surveys can be given out to get feedback, but the issue arises when all that paper must be kept track of and/or be manually scanned, which is cumbersome. The Chamber of Commerce has been using Microsoft Word and Excel for years now. While Word and Excel are good programs, they are not fit for the kind of work and feedback submission that the Commerce Office needs, it only really works for writing documents based on what ECoC will do once it already has feedback or in the case of Excel, keeping track of finances or people who are working with ECoC. The Commerce Office has a database, but no cloud storage. It is functional and while there should not be any issues connecting the current database to the new systems, we advise backing up everything in the database sooner than later and implementing cloud technologies for alongside the new systems. This goes back to parts of the current system being outdated and the fact that feedback cannot be properly documented right now but the current system is slow. Getting the feedback submitted online is a lot faster than scanning paper surveys.

#### **2.1.4 People**

The Edmonds Chamber of Commerce Office has dozens of people working at it as well different sectors that do different work depending on how high their ranking in the office is. Besides Stephanie Johnstone who was

the one who sent the request to us, here is a list of the primary stakeholders who are involved with the Commerce Office:

- **Project Managers:** The people who manage information and documents at ECOC do what they can to keep track of documents that contain the feedback of all the businesses, managers, and leaders who are involved with ECOC. The new system will significantly improve the workflow and efficiency because of how much easier it will be to send feedback to the Commerce Office.
- **Members:** Edmonds Chamber of Commerce has memberships available for many local businesses and organizations. Some noteworthy members of ECOC are Swedish Hospital, Washington Energy Services, Community Transit, Edmonds Yacht Club, and many more businesses. Memberships are split into three different levels, those levels being silver, gold, and platinum. Companies and organizations can pay more for the higher levels as well as depending on how many employees are working there, as well as discounts for non-profits. The new system will be able to log whatever feedback the companies and organizations that are members of ECOC and save it to the database making it easier to make suggested changes if needed.
- **Volunteers:** While volunteers can be from companies who are members of ECOC and are often encouraged to, anyone can volunteer if they want to and sign up for it. Volunteers are going to want the new systems to work properly since they are a part of the events and will suggest others send feedback if they can. They can also help with future events being organized under the new system.

### 2.1.5 Processes

Feedback and issues currently must be typed in a Word or Excel document. Sometimes ECoC might get an email or message from a

specific company or organization but when it comes to in-person events, the current methods of getting feedback haven't panned out.

Management and volunteers must write up Word or Excel documents based on the information they have been given, whether that be what they have been told in emails, paper documents, or spoken word. Then once the document is finished, it gets saved to both the database and the user's computer account, with the database service as the backup. It is also encouraged to save these Office documents to OneDrive as a cloud backup option. From there, once ECOC has an idea of what problems should be solved based on what's written in the documents and what everyone agrees on in a meeting, plans then move forward to bring about these needed changes.

## *2.2 Data/Information*

Here is the list of requirements the current system has.

### **Inputs**

- Notepad
- Pencil
- Surveys/questionnaires with multiple choice questions and sections for written feedback
- Name
- Today's date

### **Outputs**

- The scanned and/or physical documentation is saved for feedback to be kept track of and to be implemented for future events.

See the Requirement Catalog in Appendix F for more information about the data requirements.



### **2.2.1 Technology**

The Edmonds Chamber of Commerce Office has a website, computers, and databases to have a presence online and to keep computer work backed up. ECoC is subscribed to Microsoft Office, so every currently supported Office program is usable on their computers, but it is only Word and Excel that are used for the work that is being done. ECoC deals with organizations and companies of all types, so their current technology can get that kind of work done. ECoC also uses email and zoom for communications. After we requested technology specs from ECoC, we found that their current computers can run the new system once that is implemented.

## ***2.3 Strengths of the Current System***

- The current version of Windows installed on the computers that staff works with all have Windows 10, the second newest version of Microsoft Windows. Windows 10 is still widely used and supported by Microsoft so there are no security threats from using Windows 10, though we do suggest that the computers get upgraded to 11 within a couple of years.
- Current hardware can run all the currently used programs and should not have any issues with the system/software that will be installed.
- Microsoft Word, Excel, and other Office programs are all the current and up to date versions.
- Computers run at normal speeds, nothing to indicate damaged hardware or infected software.

## ***2.4 Problems with the Current System***

- Manually typing up documents to keep track of spoken or written feedback is slow and cumbersome.

- Scanning written surveys to keep track of problems and suggestions takes way too long.
- There is nothing currently installed or on their website that can get feedback from online users besides directly emailing ECoC.

## **Section 3: To-Be Model – Overview of the Proposed System**

### *3.1 Description*

The new feedback system proposed by the Triton Technology Specialist to ECoC will help them manage their feedback professionally. The employees will not have to deal with entering the feedback and issues received verbally or on a paper form themselves on the existing system anymore, instead, the new system will receive the feedback/issues online.

The proposed system is equipped with AI-power capabilities Text iQ, this last one is a powerful text analysis tool that allows performing a sentiment analysis or assigning topics to feedback received. The reviews can be sorted and stored either by sentiment, or topic. When sorting by sentiment, the Text iQ will attribute a number to the review based on the language in the response. From the number received, the review will be stored in one of the three categories, positive, negative, or neutral. Sorting by topics is another way of analyzing the reviews received. After the review is sorted into one of the topics created, the result will be displayed in a visual way like Widgets. One type of Widgets is Bubble Widgets. The topic is displayed in the center of the bubble and colors are around the bubble. Each color represents a type of feedback, negative, positive, or neutral. The proposed system made it easy for the employees responsible for reviewing the feedback received. By either sorting they choose, they can review the category, or the topic they want, study the issues, and bring solutions.

The new system allows them to improve their performance, address issues quickly, and provide customer satisfaction. It will also save them considerable time and focus on more important tasks.

### *3.2 Scope*

This project scope is providing the ECoC new system feedback that allows customers to provide feedback online, so the ECoC employees will not have to manually input the feedback/issues received verbally or in a form.

### *3.3 Objectives & Benefits*

#### **Objectives of the New System**

The new feedback system aims to have a consistent, reliable, and reusable system for the ECoC employees to use. Another objective is to have the system perform all the steps needed from receiving feedback, sorting it into the right category, displaying results, offering suggestions, and storing it in databases. Another final objective is to save the ECoC considerable time since they will not need to input the feedback/issues information manually, instead, they will focus on other tasks.

#### **Benefits of the new system**

- Save time: the feedback will be submitted directly into the new feedback system; the employees do not have to type the feedback manually or analyze the feedback themselves. They only need to track the feedback through reports and queries, and study the suggestions brought by the system.
- No missing valuable information: The employees had to try to remember the feedback or issues transmitted verbally. Receiving only one feedback/issue can be easily manageable, but receiving multiples can be challenging to remember the details. With the new system, all feedback and issues are received directly in the system.
- The feedback/issues are stored in a central repository: The feedback will be stored in an online folder system, and the employees can have access to it from any computer by logging in.

- Improve performance: based on the negative category of the feedback, the chamber of commerce will improve its performance, make better decisions, and succeed in its role during the gatherings and events.
- Alert issues: one of the new system features is the Alert notification. It alerts management of issues submitted through the system, so they can act before the issues escalate.
- Benefit of the positive feedback category: the negative feedback category will help the management and employees improve their performance, but the positive feedback category will give the employees something to celebrate.

## **Section 4: Functional Requirements**

### *4.1 Introduction*

Functional requirements are representations of what functions the system offers. They explain what the system is set to do rather than how it will be executed. The purpose of this section is to describe what outcomes occur when a user uses the system.

#### **4.1.1 Analysis Approach**

To analyze the current system, we used Use Case Diagrams Appendix D and Data Flow Diagrams (DFD) Appendix E to better understand what functional requirements are needed for the system.

We used the Use case Diagrams to display two scenarios that show different outcomes that can occur when interacting with the system. The first case shows how the system is successfully used while the second case shows how it is unsuccessfully used. We used DFD to present how data flows through the system. In the first diagram, we see a scenario where all the feedback reaches the ECoC support staff. In the second diagram, the feedback is lost or forgotten and never reaches the support staff.

#### **4.1.2 Requirements Catalog**

The requirements catalog (Appendix F) includes the functional requirements shown in the use case diagrams and DFD. It is used to represent each requirement needed for the current system.

## **Section 5: Summary of Systems Analysis Phase**

### **5.1 Conclusions**

Now that we have gathered all the research data and analysis that was made for this report, our team has decided to recommend a couple of different software packages that should do the job for what has been requested of us from the Chamber of Commerce. As previously discussed, the problem with the old system is not that it did not work, it just was not able to properly gather feedback because of the lack of there being a way for users to send feedback, leading to the cumbersome method of manually entering spoken and written feedback from in-person events.

Now with the abilities of Qualtrics, Salesforce, or Dynamics 365 Customer Voice, we finally have a system in place that meets the scope and requirements of the project that was given to us. With these software packages, it is much faster and convenient to gather feedback as well as the convenience of said feedback being saved to a central cloud that means anyone using a computer at ECoC office can access this feedback when needed. As well as alerts that inform employees of errors so those can be fixed once spotted, this will improve the speed of workflow. Thanks to all these features, feedback can be implemented for future events much faster.

## Section 6: Alternatives Analysis

The following section contains information along with Triton Technology Specialists team analysis on three commercial project management systems. These solutions can be found from three main sources: software alternatives, outsourcing, and manual systems. Please note that these systems are not the official recommendations of Team 3, but rather a compilation of various alternatives for review purposes before making a final decision. It is crucial to examine multiple options before choosing a system.

### *6.1 Software Alternatives*

Listed below are three customer relationship management (CRM) software packages that may fill Edmonds Chamber of Commerce's need for a consistent, reliable, and reusable system for managing feedback and issues.

#### **6.1.1 Salesforce**

Salesforce CRM considers itself more than a database to store customer information, "it's an intelligent, proactive, AI-powered platform that empowers employees with the information they need to make the best decisions for every customer" (Salesforce).

##### Features

- Provides access to critical user data and interaction history.
- An app builder that allows employees to construct an app with no programming knowledge.
- Filtered collection of records allows for quick and easy report viewing.

##### Cost



Salesforce pricing ranges from \$25 - \$300 a month depending on the chosen tier, the upper tiers unlock access to unlimited users, workflow automation, advanced reporting and more.

### **6.1.2 Dynamics 365 Customer Voice**

Dynamics 365 Customer Voice is Microsoft's end-to-end feedback management system for businesses. Users can customize surveys to fit the needs of their business while AI powered models analyze the responses to detect user sentiment and enhance customer profiles.

#### Features

- 2,000 survey responses per month
- Reach customers via email, SMS, text, QR codes, web, or social media.
- Create and track customer satisfaction or NPS metrics.
- Set alerts and notifications.
- Automate personalized responses.

#### Cost

Customer Voice comes included with certain Dynamics 365 packages. Otherwise, this plan costs \$200 per month, or \$2400 per year.

Reference: <https://dynamics.microsoft.com/en-us/customer-voice/pricing/>

### **6.1.3 Qualtrics CoreXM**

Qualtrics is a leader in customer analytics and experience management software. The cloud-based platform aims to help organizations gain insight on their users through feedback collection, concept testing, opportunity assessment, and reporting.

#### Features

- Provides digital customer service.

- Omnichannel listening and analytics.
- Access to 50+ survey templates and premade expert-built surveys.

### Cost

The pricing of the plans begins at \$1,500 annually and can reach up to \$5,000 annually. The cost is determined by several factors, including the number of features you need, the number of active team members who will use the software, and the size of your business. Considering the smaller scope of ECoC's requirements, the pricing would be at the lower end.

Reference: <https://qfreeaccountssjc1.az1.qualtrics.com/dg-service/plan-pricing>

## *6.2 Outsourcing*

Team 3 was unable to justify outsourcing these functions to any potential partners. As our analysis indicated, the issue at hand is much less a staffing concern than an information management concern. We feel that providing a 'digital first' solution is the most cost-effective way forward. Plus, the added functionality of the software will end up saving the business more money from time saved than what it ends up spending each year on the license. Also, given that ECoC can be reached directly via phone, any situation where users cannot access the form or should an issue require immediate attention, ECoC staff are adequately prepared to handle these interactions over the phone.

## *6.3 Manual Alternatives*

There is the option for ECoC employees to receive event attendee feedback via email survey and paper surveys, paper surveys would need to be identical to the emailed survey. An employee would then need to manually enter the collected data into an access database, organizing the data into 3

separate tables that each represent a different category. The data in the tables would then need to be analyzed by an ECoC employee and consolidated into useful information. This method would be much more time-consuming and prone to error, however, the cost would be lower compared to outsourcing or relying on CRM software.

## **Section 7: Recommendations**

After all the research and analysis, as well as looking into different prepackaged systems, we suggest that the Edmonds Chamber of Commerce chooses between Qualtrics CoreXM or Microsoft Dynamics Customer Voice for the system they want to utilize. These systems will fulfill the stakeholder's requirement for a consistent, reusable, and reliable system as well as the ability to do a much better job of not just being able to do the work the office has already been doing, but also providing the ability to receive detailed feedback.

## Section 8: Time Estimates

### *8.1 Estimated Schedule*

Triton Technology Specialists completed the two first phases from the System Development Life Cycle which are System Planning and System Analysis. The next three phases are System Design, System Implementation, and System Support and Security. We used the Gantt chart, see Appendix G, to help prepare a timetable for the next phases.

**Design:** During this phase all the requirements for the new system, outputs, inputs are identified, and the user interface is identified as well. This phase will not take long since we are suggesting the already existing platform. The design phase will start on April 3, 2023, and is scheduled to end on April 13, 2023.

**Implementation:** Triton Technology Specialist will go over the purchased software and perform any modification to suit the ECoC requirements. This phase will start on April 17, 2023, and is scheduled to end on May 15, 2023.

**Support and Security:** The platform chosen will take over on May 15, 2023, and take care of everything related to security and updates.

### *8.2 Next Step*

A PERT/CRM chart (Appendix H) was created to map the schedule for the next steps in detail. Since the system proposed is the preexisting platform, in this case, the internal and external controls are already designed. Our team will deliver the System Design Specification to the ECoC managers for approval. After the approval, our team will perform any modifications with the purchased system to suit the ECoC requirements, and the new system will be delivered to the ECoC. We will help with the data transfer from the old system to the new system and with training the ECoC

employees. The last step our manager will take will be system evaluation to determine if the system performs properly and evaluates the budget and benefits.

## **Section 9: Conclusion**

The Edmonds Chamber of Commerce reached out to the Triton Technology Specialist to study their current system feedback and suggest solutions for a new system that will be reliable, consistent, and reusable. Our team investigated the current system used to have a better understanding of the issues and the requirements of the new system. Due to the urgency of the request, our team is convinced that an In-House system will take too long to deliver, also the chamber of commerce does not have an IT team to maintain the system. We investigated the outsourcing solution, but it would cost them more money. Another solution would be a manual alternative, and this solution will be cheaper, but it is the same as the current system. The last option we investigated was predesigned packages. We compared Salesforce, Dynamics 365 Customer Voice, and Qualtrics Core XM and we are confident that Qualtrics CoreXM meets all the requirements of the Chamber of Commerce. The feedback/issues will be submitted online, the system will perform all the tasks needed and present the result in three categories (positive, negative, and neutral) as requested by Stephanie Johnston, finally, it will be stored in a database. Qualtrics will support the scalability of the chamber, provide the training needed, and provide all the updates needed.

## **Section 10: Appendix**

**Appendix A - System Request Form #I-003**

**Appendix B - Feasibility Study**

**Appendix C - As Is Data Flow Diagrams**

**Appendix D - Use Case**

**Appendix E - To-Be Data Flow Diagram**

**Appendix F - Requirements Catalog**

**Appendix G - Gantt Chart**

**Appendix H - PERT/CMR**



## Appendix A: System Request Form #I-003



Computer Information System CIS 233  
Systems Analysis Team Project

### System Request Form – #I-003

COMPANY / DEPARTMENT: Edmonds Chamber of Commerce (Industry use case)

SHORT TITLE / DESCRIPTION: [Feedback and Issues Management](#)

PRIMARY CONTACT / ROLE: Stephanie Johnstone, Office Manager

#### REQUEST FOR:

☐ Correction of system issue

☐ System enhancement

☒ New System

#### URGENCY:

☒ Immediate attention required

☐ Handle in normal priority sequence

☐ Defer until new system is developed

#### DESCRIPTION OF REQUEST:

The Edmonds Chamber of Commerce Office Manager needs a consistent, reliable, and reusable system for managing feedback and issues related to chamber activities and events. Feedback and issues both need to be reviewed periodically to make sure the appropriate actions are taken, or changes are made.

The chamber of commerce hosts gatherings and events to promote local businesses. Currently, there is no consistent method for managing post-event feedback or event/activity issues. Feedback and issue information can be received verbally, electronically in an unstructured format, or paper-

based, also in an unstructured format. Verbal input can be particularly problematic since staff needs to remember to log the details somewhere.

With the current approach, it is easy to miss time-sensitive actions, as well as potential improvement or other opportunities. The management would like to collect feedback online, save the information in a database, and prioritize feedback in 3 categories for acting.

However, this is not an exhaustive list of features the entity requires. Do more research at: <https://edmondschamber.com/> to determine what features you need to offer to your stakeholders to meet their requirements?

Your team is tasked with proposing and designing a consistent, reliable, and reusable system for managing feedback and issues related to chamber activities and events.

(To be completed by the Information Technology Department)

☐ Approved ☐ Modified (see attached notes) ☐ Rejected (see attached notes)

Assigned IT contact person:

\_\_\_\_\_ Urgency code  
(1 low to 5 high): ☐ Action:

## **Appendix B: Feasibility Study**

# Feasibility Study

To: Stephanie Johnstone, office manager at Edmonds Chamber of Commerce

From: Team 3, Lydia Stoutah, Will Strickland, Nathan Willett, Grayson Giles, and Fanny Schoenbeck

Date: January 23, 2023

Subject: Feasibility Study for Feedback and Issues Management System

In response to your request #I-003, my staff and I have analyzed the feasibility of building a reliable feedback management system for your organization's business needs. Enclosed is our feasibility assessment, which summarizes the considerations of each alternative.

Based on our findings, we recommend Qualtrics XM as the feedback management system for your organization. Our reasons are described in the report and are based on the careful study of the business requirements and the currently available technologies.

Thank you for giving us this opportunity to work with you. Our team is happy to accommodate any changes you should wish to suggest. Please let me and my staff know if you decide to accept our recommendations and move forward.

Lydia Stoutah

Project Manager,

Enclosure: - Attached to this transmittal memo is the preliminary feasibility study completed by Team 3 in accordance with designing a consistent, reliable, and reusable system for managing feedback related to ECoC gatherings and events.

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## **Operational Feasibility**

By Fanny Schoenbeck

The Edmonds Chamber of Commerce Office Manager has requested a consistent, reliable, and reusable system for managing feedback and issues related to chamber activities and events. It will be easier for the users to leave feedback about post-event or event/activity issues. In the current system, feedback can be lost or forgotten if handed in verbally or on a paper sheet. The new system will prevent these mistakes from occurring and ensure that all feedback is placed and saved in a database. Since the manager has requested a more reliable and effective system, the new system will be effectively used by the affected employees. We are working to follow local data protection regulations and therefore we predict that the new system will not cause any legal or ethical issues.

The employees will need training to successfully use and extract reports from the new system. However, this training does not require any previous technical knowledge and all affected employees should successfully be able to use the new system. It is assumed that the manager is prepared to provide the necessary resources to train their current employees. We are building a system that will be simple for the employees to use. It is expected that the training can take place in one day and will produce effortless usage by employees. The manager is aware and on board with the training required for the desired outcome.

We don't have any reason to believe that the end-user will resist the new system since there is already an online form to fill in, and the one we are providing will be easier to use. It is fair to assume that most users will have access to the internet either from home or a public setting such as a library and will therefore be able to use the new system. Additionally, this will ensure that the end users' requests are reviewed in a timely manner and there is no reason for the request not to make it to the management. If an end user still feels hesitant to use an online form rather than a paper form, the management will despite that benefit from the new system.

As of right now, before any further investigation, we predict the new system will not result in a workforce reduction. Instead, the employees assigned to the Feedback and Issues System will be able to reduce the time spent on each request due to the effectiveness of the new system. Because the new system will prioritize feedback in 3 categories for the acting taking, the

employees will have time to organize their tasks and can put more quality into them.

In conclusion, the operational feasibility study showed us that the new system has enormous potential for the Chamber and Commerce Feedback System. The manager is willing to implement a new system and understands that the affected employees must learn how to use it for the most desirable outcome. We believe that the end users will effortlessly adapt to the new system and feel positive about the change.

## **Economic Feasibility**

By Grayson Giles

Do the projected benefits of the system out-weight the total cost of ownership?

### *Tangible Costs*

**Yearly CRM Plans** range from \$1,500 to \$5,000 dollars a year (Qualtrics XM) or from \$900 to \$3,600 dollars a year (Salesforce).

**Staff Training** time to effectively use the proposed CRMs is estimated to be 3 to 5 hours. **Qualtrics XM Certification** is also offered at \$595 although this is not recommended.

The tangible costs for the proposed system are estimated to be low.

### *Intangible Costs*

There doesn't seem to be any intangible costs to implementing the proposed system. The current proposed system has little to no negative effect on **employee morale, impaired goodwill, or brand damage**.

The intangible costs for the proposed system are estimated to be little to none

### *Tangible Benefits*

Paying for a CRM removes the need to pay to establish and maintain an **in-house database + UI** and subsequently reduces the need for much more **extensive employee training**.

The tangible benefits for the proposed system are estimated to be high.

### *Intangible Benefits*

Due to creating an easily accessible avenue for user feedback, **Customer satisfaction** and **Brand reputation** are both estimated to be positively affected.

The intangible benefits for the proposed system are estimated to be high.

In conclusion, the Tangible and Intangible Benefits are estimated to outweigh both the Tangible and Intangible costs, making the proposed system economically feasible.



## Technical Feasibility

By Nathan Willett and William Strickland

Based on our initial understanding of the request, we are confident that an existing CRM platform such as Qualtrics XM or Salesforce will satisfy both current and future requirements once they are defined in the later stages of the project. Further investigation is needed, however, as well as consultation with a sales specialist from either company. This will occur in the coming weeks along with additional fact-finding sessions with ECoC. The initial request also stated ECoC lacked a "consistent method for managing post-event feedback or event/activity issues." ECoC must determine what this process should look like, so that we can be certain of which functionalities the software requires.

Both platforms are on the higher end in terms of functionality, therefore it is possible that they will overshoot the requirements of what is needed. However, we will try to minimize the likelihood of this by ensuring that we understand ECoC's long term objectives and evaluate other cost-effective solutions. It may be beneficial to plan for such a contingency should we believe that it is or should ECoC's priorities change.

On a positive note, XM and Salesforce are both scalable and modular platforms, so pricing is adjusted based on the level of functionality required. Also, the cost of a 1-year license is a fraction of what it would cost to build and maintain an internal system, so there is insignificant risk involved with having to switch later. Additionally, with no prior data needing to be migrated (assuming this is the case), the only technical hurdle will be learning how to use the system and training employees.

If there is something that the platforms mentioned above cannot do that you need, please let us know and we will look at developing dedicated software to meet your requirements. Though, please understand this will be more time-consuming and may not meet certain budget or schedule constraints.

## **Schedule Feasibility**

By Lydia Stoutah

After studying the feasibility of implementing the new system, we are confident the project will be accomplished swiftly and in a reasonable time. As mentioned, the lack of a data migration process will significantly shorten the time of this project, but user training could remain a weak point.

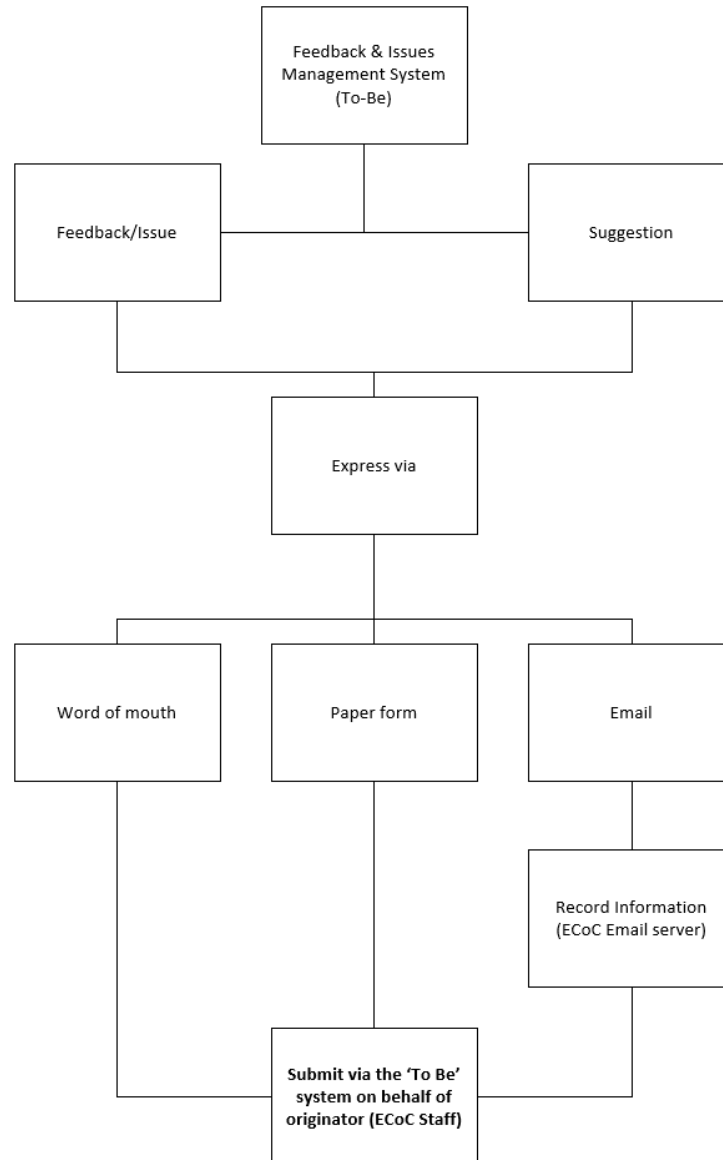
After a collaboration with the Edmonds Chamber of Commerce office manager, to be able to meet their timeline, a firm timetable has been established for the project.

Based on the urgency of the request, our team tried the free event feedback survey template, and we are confident this platform will meet all the requirements to satisfy the business needs. Using a pre-built platform like Qualtrics you only need a subscription to their website, and you can customize it based on the features desirable.

Training our team to use the technology required in this project will be the first step. Our overall plan consists in dividing the project into phases, and we implemented deadlines for each phase. We also divided the project tasks among our team members so everyone will focus on his/her duty. Our team consists of five members who will be present for the entire duration of the project and no holidays coming can prevent the progress of the project.

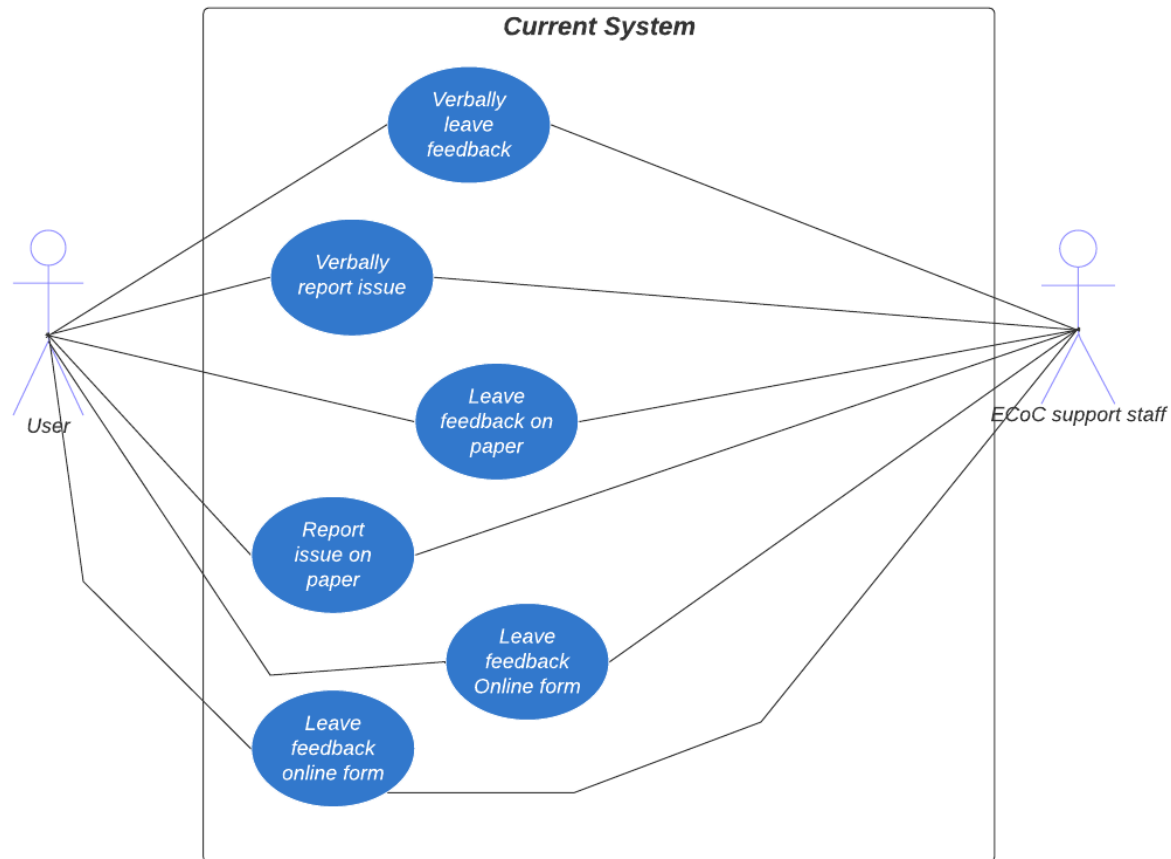
# Appendix C: As-Is Data Flow Diagrams

## Functional Decomposition Diagram

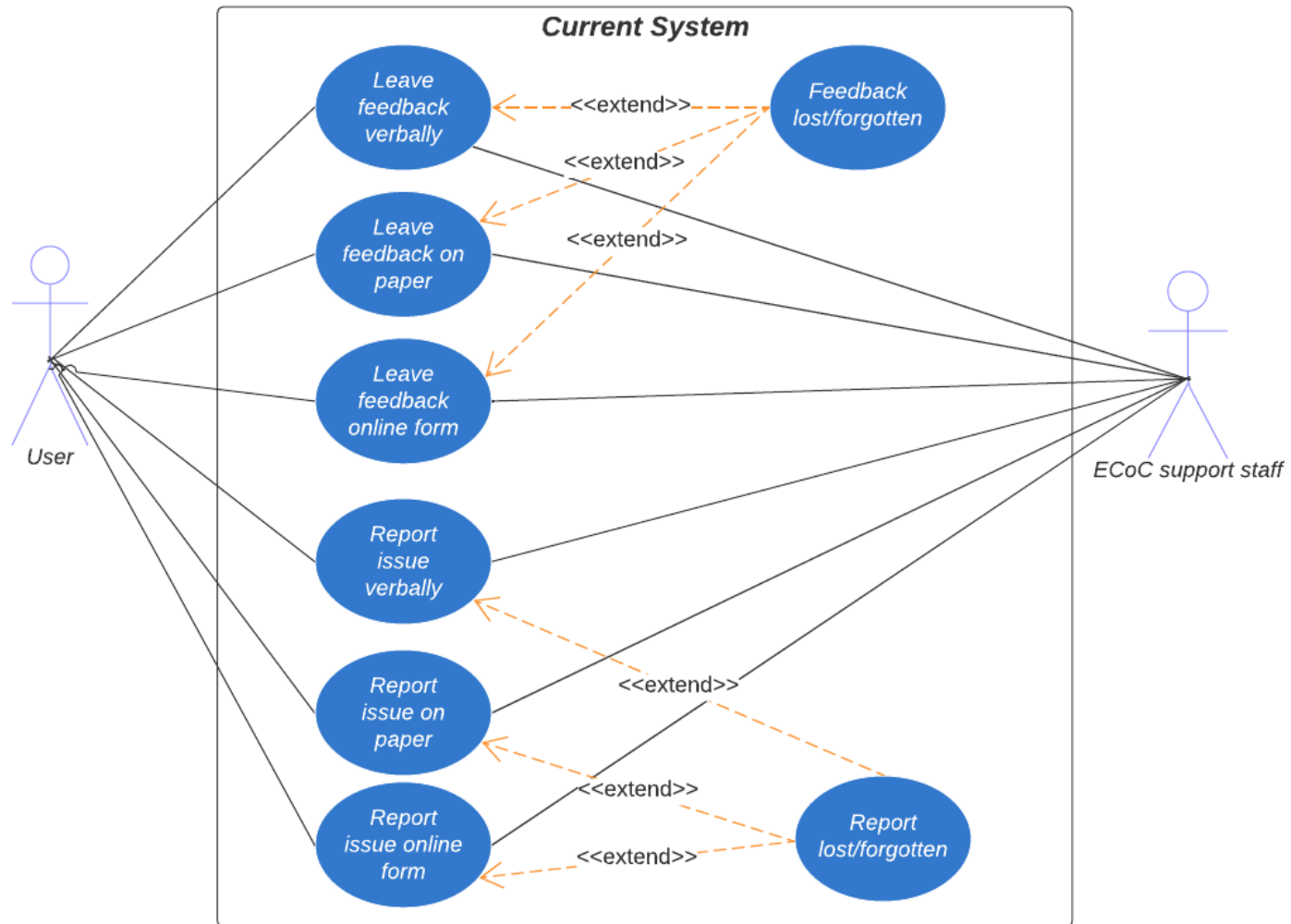


## Appendix D: Use Case Diagrams

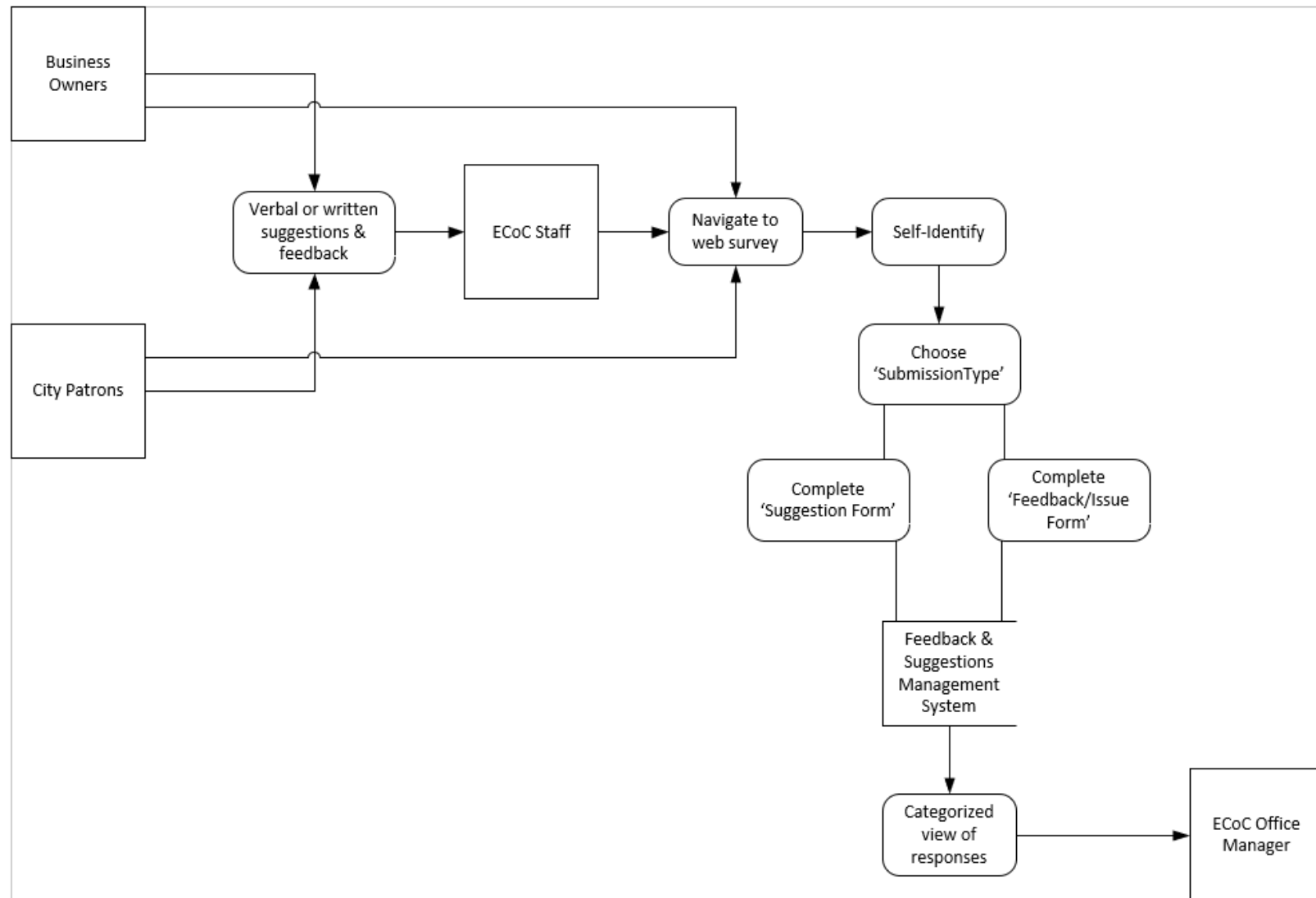
### Use Case 1



## Use Case 2



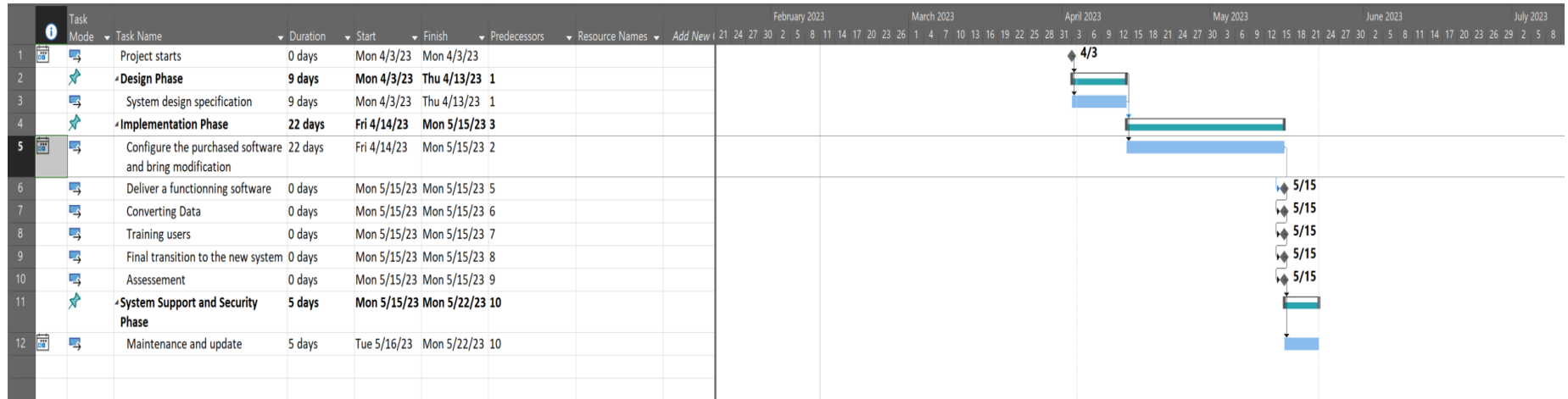
## Appendix E: To-Be Data Flow Diagram



## Appendix F: Requirements Catalog

001	Allow user to access online form
002	Allow user to access paper form
003	Allow user to verbally express feedback/issue report
004	Allow support staff to access the submitted online form
005	Allow support staff to collect paper form
006	Allow support staff to remember verbal feedback/issue report

## Appendix G: Gantt Chart





## Appendix H: PERT/CMR

