

#I-003

Suggestions and Feedback Management System

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**Edmonds College
Computer and Information Systems
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Section 1: Management Summary

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Section 2: As-Is Models - Current Situation Analysis

2.1) Current Information System

2.1.1 Introduction

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 Appendix A. This document provides a full analysis of the current business environment, its needs, and how we plan to address them. We will also be studying the feasibility of a new system operationally, economically, technically, and scheduling Appendix B. Not just that but 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. Once all the requirements are met, and the system is functioning and with the end-users being satisfied with our results it should be smooth sailing from there.

2.1.2 Analysis Approach

Functional Decomposition Diagram (As-Is)

We will be using the Functional Decomposition Diagram method to document the Edmonds Chamber of Commerce Office system and the many stages of how the system will affect 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 stuff like 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 such as user online feedback, having said feedback saved to a database, 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 like how feedback will be taken online and then saved as files and/or on the cloud once submitted.

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 can be stored besides the listener writing it down. Surveys on paper can be given to get feedback but unless you scan all those documents or make computer versions you cannot put the paper into a database and all that manual scanning 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 good choices for the kind of work and feedback submission that the Commerce Office needs, it only really works for

writing documents based on what EoCC 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 it is also on the older side. It is functional and while there should not be any issues connecting the older database to the new systems for now if the data and information that needs to be stored with this new system can be, we would advise replacing the database sooner than later and using cloud technologies for backups. 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

The current system processes, while not all bad, are not up to snuff. Feedback and issues that come up must be typed up manually in Word and Excel documents. Sounds fine by itself but the issue is the lack of consistency involved. 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 off 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 off what's written in the documents and what

everyone agrees on in a meeting, plans then move forward to bring about these needed changes.

2.1.6 Data/Information

Here is a list of the requirements the new system must meet to handle the workload and function properly. The following requirements are:

Inputs

- Name
- Email address (string text)
- Suggestions/feedback
- Today's date
- Send button
- Feedback sent to database

Outputs

- Weekly team meetings - Every week we host either online voice calls or in person meetings to work together and make major progress on the system request. Sometimes we have multiple meetups a week if it's an emergency or we just need.
- Daily team online/text discussion – In order to keep everyone informed on progress or to get help from each other when needed, we email or text each other about daily.
- Weekly team reports – Reports on our current progress will be sent to Edmonds Chamber of Commerce Office to not only show how this project is going along but also to ask questions if we need a little help or to get a better idea if something needs to be changed.

2.1.7 Technology

Edmonds Chamber of Commerce Office has a website as well as computers and databases in order to have a presence online and keep computer work backed up. ECOC is subscribed to Microsoft Office, so every currently supported Office program is usable on their computers, but it's 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 for the most part 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.

2.2) 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.

2.3) Problems with the current system

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

- Scanning written surveys in order 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 of the proposed solution

The new feedback system proposed by ITIS to ECoC will help them manage their feedback in a professional way. The employees will not have to deal with entering the feedback and issues received verbally or on a paper form themselves, the system will receive the feedback online. Having a good system feedback that is accessible online and easy to use will help the ECoC get more feedback on their gatherings and events, this will allow them to improve their performance, address the issues quickly, and provide customer satisfaction. The proposed system will review the feedback received and sort it in one of the three categories, positive, negative, and neutral, and then group it with other similar responses using topic detection. This will save the ECoC a significant amount of time and focus on more important tasks.

3.2. Scope of the proposed system

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

3.3. Objectives & benefits of the new system

Objectives of the new system

The objective of the new feedback system is to have a consistent, reliable, and reusable system for the employees to use. Another objective is to save the managements/employees 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

Here are the most important 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. They only need to track the feedback through reports.
- No chances of missing valuable information: The employees had to try to remember the feedback or issues transmitted verbally, and that was not an easy task. With the new system, all feedback and issues are submitted through it.
- Improve performance: based on the negative category of the feedback, the chamber of commerce will improve their performance, make better decisions, and succeed in their role during the gatherings and events.
- Alert issues: one of the new system features is to alert the management of issues submitted through the system, so they can act before the issues escalate.
- The positive feedbacks category: the negative feedbacks category will help the managements and employees improve their performance, but the positive feedbacks category will give them something to celebrate and cherish them.
- The feedback/issues are stored properly in one place: with the current system, feedback is stored in one database with a cloud backup version.

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.

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.

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

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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.

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.

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

Salesforces 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.

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/>

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 relatively smaller scope of ECoC's requirements, the pricing would most likely be at the lower end.

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

a) 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 likely 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.

b) 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 the Salesforce Sales and Service Enterprise for the system they want to be implemented in their offices. These systems will do a much better job of not just being able to do the work the office has already been doing, but also provide the ability to get feedback.

Section 8: Time Estimates

a) Estimated schedule.

Triton Technology Specialists completed the two first phases from the System Development Life Cycle which are System Planning and System Design. The next three phases are System Design, System Implementation, and System Support and Security. We used Gantt chart 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 using the already existing platform. The design phase will start on April 3, 2023, and is scheduled to end 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 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.

b) 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 perform will be the system evaluation to determine if the system performs properly and evaluate the budget and benefits.

Section 9: Conclusion

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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:	URGENCY:
<input type="checkbox"/> Correction of system issue	<input checked="" type="checkbox"/> Immediate attention required
<input type="checkbox"/> System enhancement	<input type="checkbox"/> Handle in normal priority sequence
<input checked="" type="checkbox"/> New System	<input type="checkbox"/> 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 taking action.

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

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 available technologies at this time.

Thank you for giving us this opportunity to work with you. Our team is happy to accommodate any changes you should wish to make. 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.

Operational Feasibility

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 would still feel hesitant to use an online form rather than a paper form, the management will in spite of 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 great 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

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 somewhat low

Intangible Costs

There doesn't seem to be any intangible costs to implementing the proposed system. The current proposed system seems to have 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

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 possible 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 likely 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 very little 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 can't do that you need, please let us know and we will look into 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 timeframe of this project, but user training could remain a weak point.

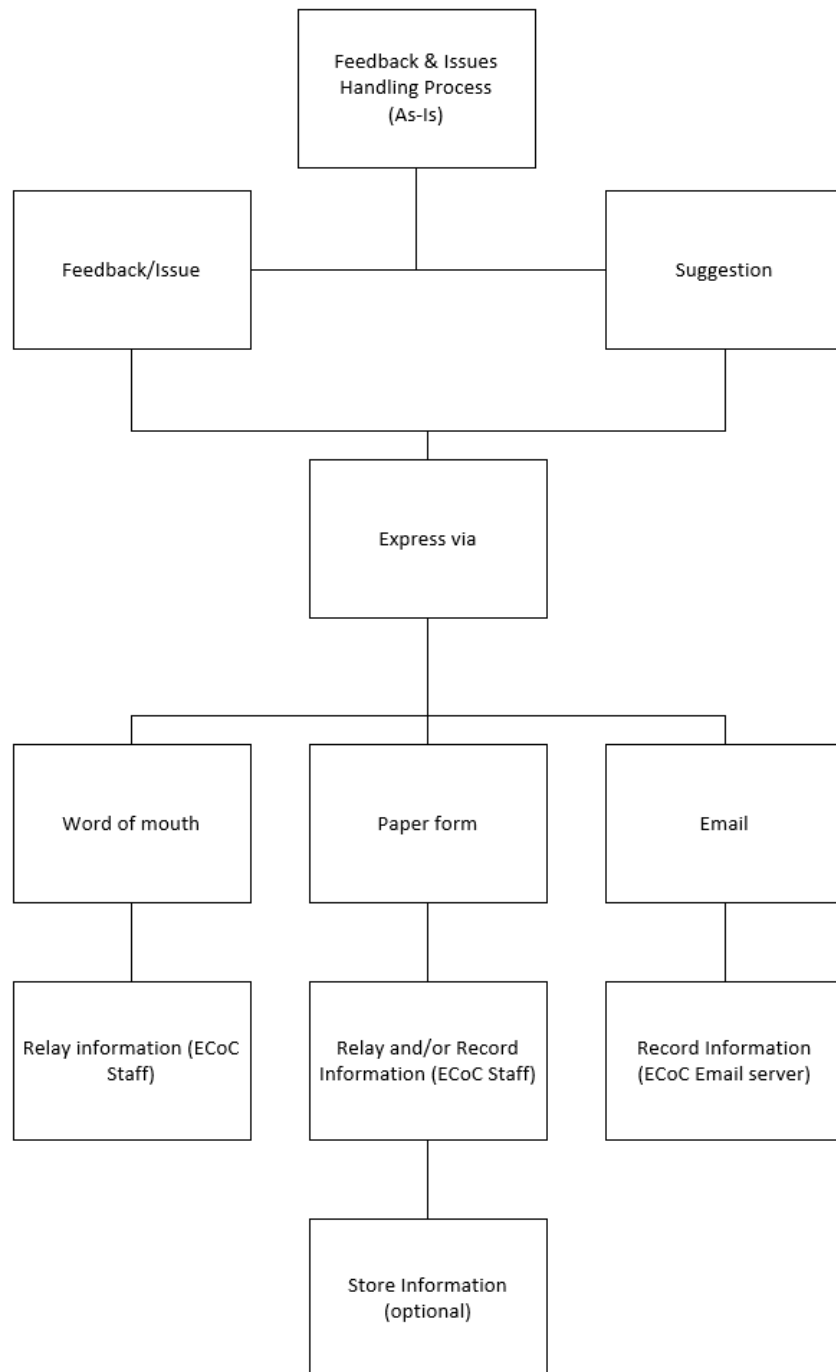
After a collaboration with the Edmonds Chamber of Commerce office manager, to be able to meet their timeline, a firm timetable has been established for the project.

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.

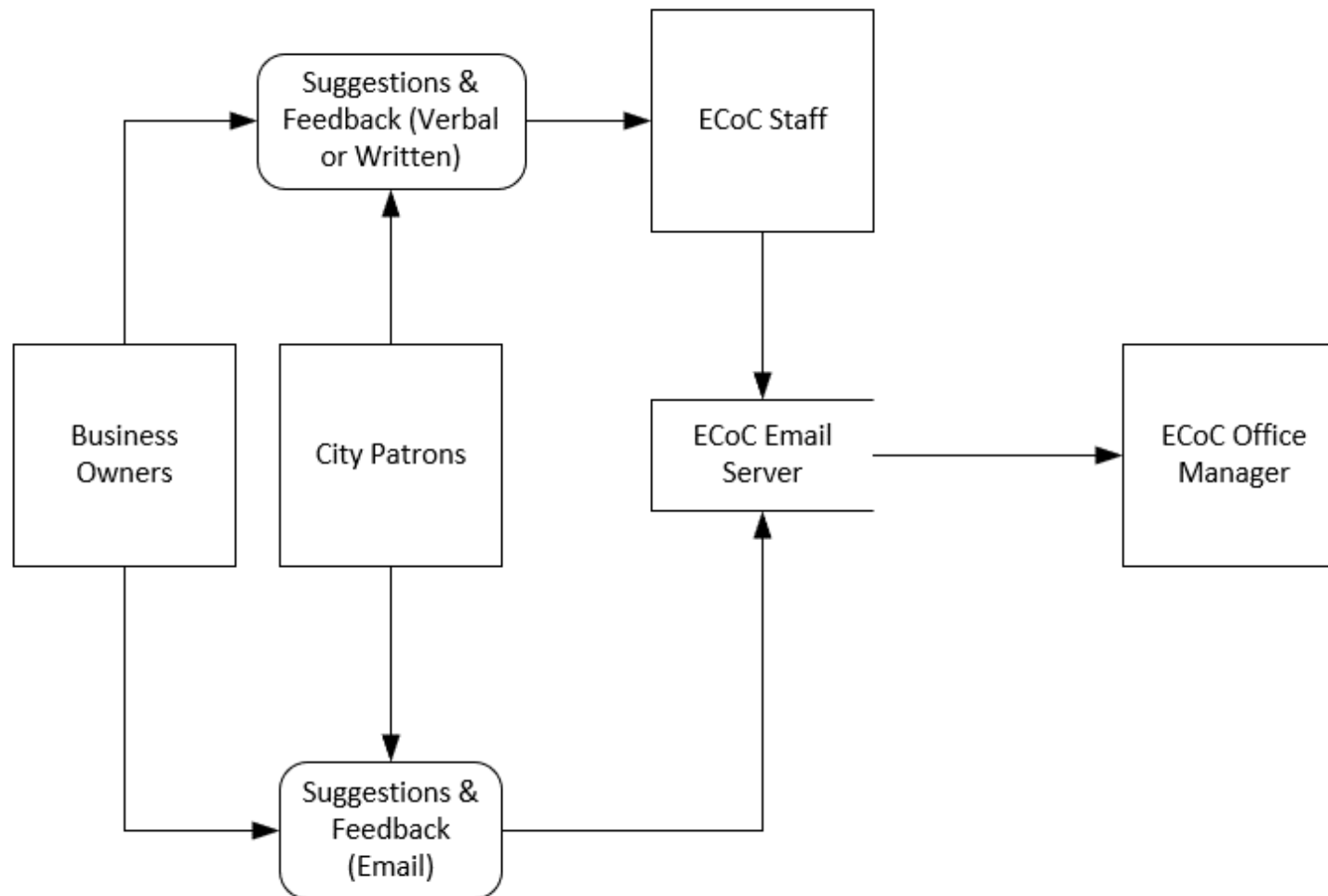
Training our team to use the technology required in this project will be the first step. Our overall plan consists in dividing the project into phases, and we implemented deadlines for each phase. We also divided the project tasks among our team members so everyone will focus on his/her duty. Our team 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

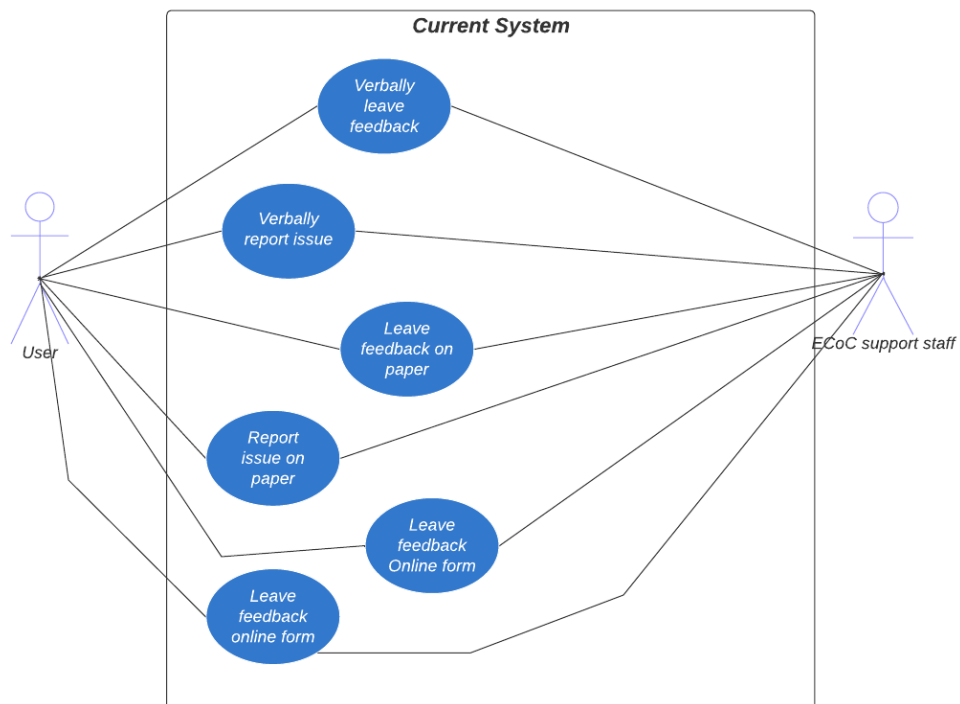


Data Flow Diagram

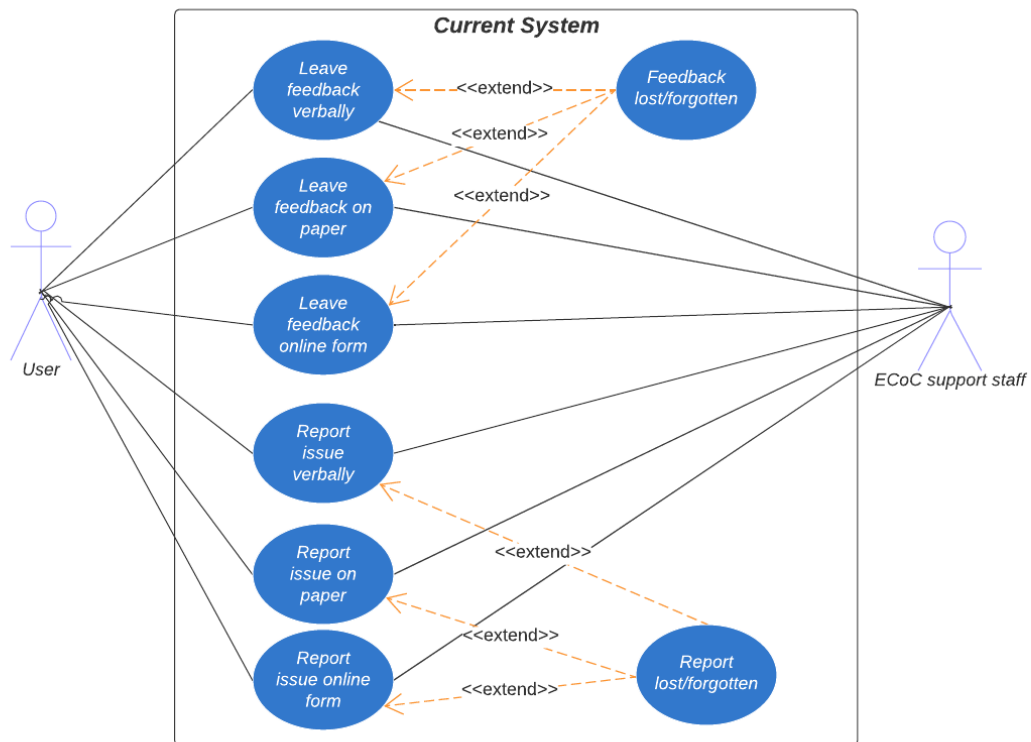


Appendix D – Use Case

Use Case 1

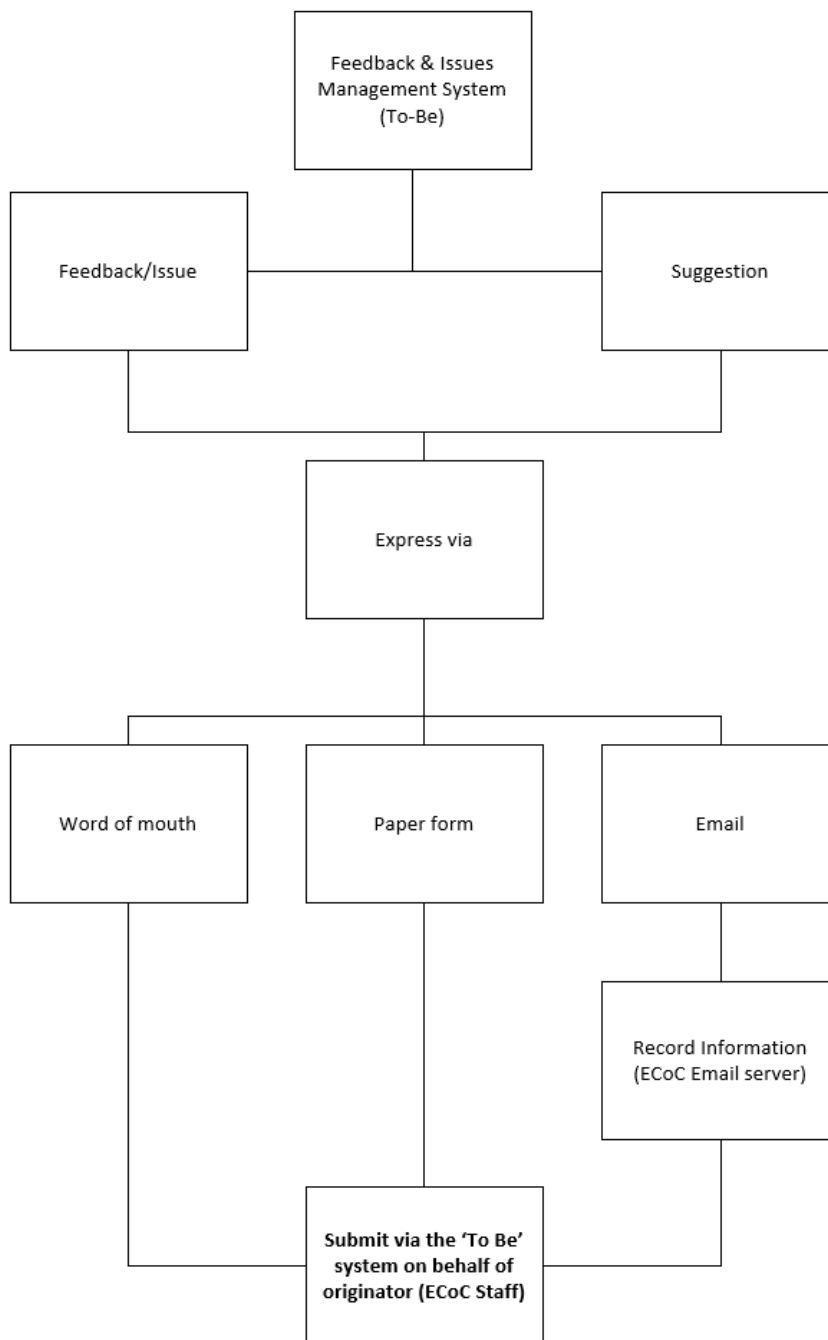


Use Case 2



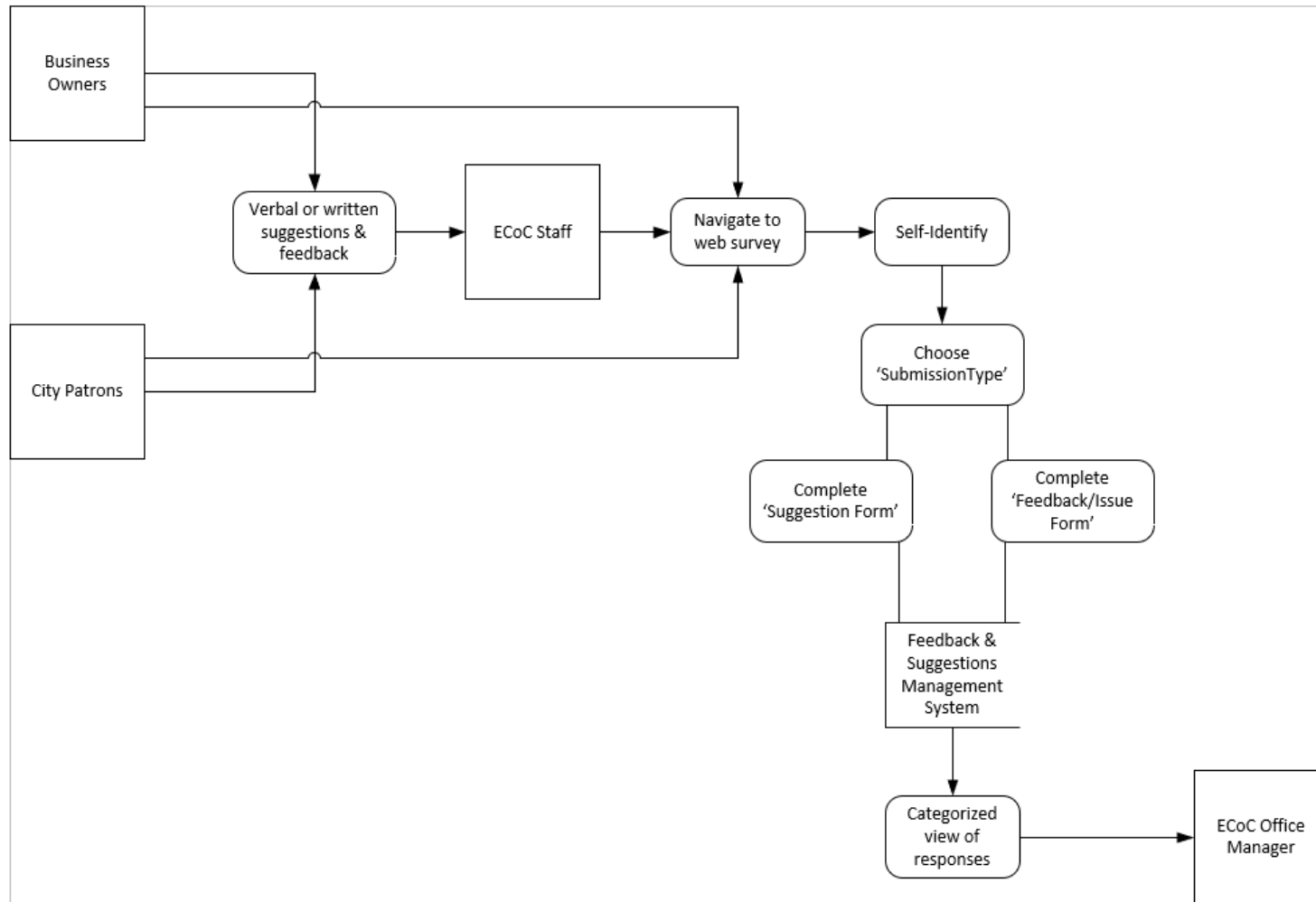
Appendix E – To-Be Data Flow Diagram

Functional Decomposition



Diagram

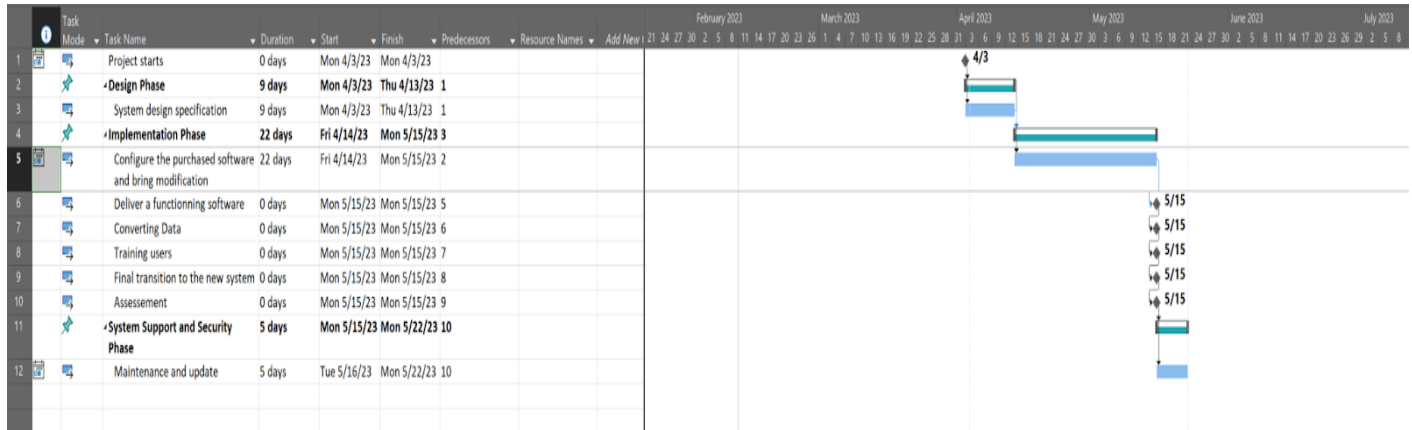
Data Flow Diagram



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

