The Race to a New System

Vision (Small Project)

Version 1.1



Revision History

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| --- | --- | --- | --- |
| **Date** | **Version** | **Description** | **Author** |
| 26/Jan/17 | 1.0 | Initial Copy | Jordan Gates |
| 08/Feb/17 | 1.1 | Iteration 2 | Andrew Huff |
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# Introduction

The purpose of this document is to retrieve, study, and describe the higher needs and processes of the KHBPA website. It highlights the extent of the abilities needed by the stakeholders and the client users, and why these needs exist.

## References

* Narrative Problem Statement
* Cost Benefit Analysis (Appendix A)

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | * Not able to accept donations or receive money for reports online * Newsletter is not electronically available * Do not have links to other industry related websites |
| affects | * The users of the website * KHBPA volunteers |
| the impact of which is | * Excess costs for KHBPA * Dedicated time to printing, filling out forms, mailing etc., for KHBPA * Dedicated time to driving to KHBPA to fill out forms, pay, etc. for website users |
| a successful solution would | * Cut printing and mailing costs for KHBPA * Reduce time printing, filling out forms, and mailing for KHBPA. * Save time for the user by filling out the forms and making payments online, instead of driving to a location. |

## Product Position Statement

|  |  |
| --- | --- |
| For | * KHBPA |
| Who | * Needs a revamped website |
| The (product name) | * Race to a New System is a product that |
| That | * Cuts their costs and saves time |
| Unlike | * WP Engine or JockeyClub |
| Our product | * Will include online donations, save on printing, and help cut time with a uniform membership database |

# 

# Stakeholder and User Descriptions

**Stakeholders’ needs:**

* High priority:
  + Receive donations online
    - Need to allow for disaster recovery / business continuity
      * Keeps files located in one location offsite and safe in a cloud.
    - Receive member forms and information online
      * Allows for less printing
  + Lower priority (provides little to no economic value):
    - Have a calendar
    - Ability to push website updates to social media / vice versa
      * When the website news section updates the social media pages can update too and vice versa
    - Receive user feedback online
      * A user can write feedback on certain practices done by the KHBPA

**Users’ needs:**

* High priority:
  + Ability to process benefits and claims online
    - This would allow for the user to process claims and do their benefits online. Saves phone calls and trips to the KHBPA office.
* Lower priority:
  + Ability for users to access the site with cellphones and tablets.
    - Allows the user to view a mobile friendly version of the website with their phone or tablet.

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| IT personnel | Helps with everything technological for the Users. | Maintains the system and updates the website and database. |

## User Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| Owners and trainers | A member of KHBPA | Uses KHBPA to:  File claims  Meet with other owners/trainers  Seek important information (such as medical documents) |

## User Environment

1. The user will be able to have newsletters pushed to his or her computer or mobile device. This will save KHBPA $3180.00 every time they mail out a four page newsletter.
   1. 6000 members at $0.49 per stamp, plus four pages for the newsletter at $5.00 for the ream (500 pgs.) of paper.
2. Users will also be able to update or create accounts for KHBPA’s database. This will save KHBPA about 25 hours of work if they write everyone’s name into the data base at about 15 seconds a member. This time can be devoted to more pressing matters for KHBPA.

## Summary of Key Stakeholder or User Needs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Need** | **Priority** | **Concerns** | **Current Solution** | **Proposed Solutions** | |
| Broadcast newsletters | High | Allows for less printing and helps spread information to members very quickly. | Sending letters to members. | | Send an email based newsletter to the Members. |
| Receiving donations online and money for forms/documents | High | Allows for people to donate or pay to get certain forms. | Users have to go to the office or mail a check. | | A web based pay system for donations and forms/documents. |
| Do not have links to other industry related websites | Low | Allows for people to get information from other websites easily and quickly | Users have to find the links themselves. | | A page with several helpful links and pages that are related to their needs. |

## Alternatives and Competition

1. Currently KHBPA is hosting their site through WP Engine.
   1. Strengths
      1. They are cheaper than previous host.
   2. Weaknesses
      1. The site looks like other HBPA websites.
      2. It is not as feature-customizable as they wanted.
2. Previously they used JockeyClub to manage and host their website.
   1. Strength
      1. They have a lot of experience hosting similar sites
   2. Weaknesses
      1. They have become political and voiced opinions that not everyone in the horse industry agreed with.
      2. They are very expensive.

# Product Overview

## Product Perspective

Our system will be independent and totally self-contained, except the database will be cloud based. Their computer will save the database to the cloud.

## Assumptions and Dependencies

We are assuming they have an internet connection and have access to a Windows or Mac computer. If they do not have this changes will have to be made to the vision document.

# Product Features

1. Online payment system.
   1. This will help save trips to the KHBPA for the user and help KHBPA process credit/debit cards, that they could not process previously.
2. Email newsletter.
   1. This will help KHBPA save printing and mailing costs yearly.
3. Cloud database
   1. This will help in case of a disaster, such as a fire or theft.

# Other Product Requirements

Some basic training will be required to operate this product.

# Appendix A – Feasibility Analysis

# Technical Feasibility: Can We Build It?

|  |
| --- |
| **Familiarity with Functional area: Familiar** |
| * Team has experience building websites |
| **Familiarity with Technology: Familiar** |
| * Team has experience building C# and ASP.NET web applications |
| **Project Size: Small** |
| * **Website with connection to a SQL database and implementation of cloud backup services.** |
| **Compatibility: No known compatibility.** |
| * **This project will be replacing their current website. No projected integration with existing technology is anticipated.** |

# Economic Feasibility: Should We Build It?

|  |
| --- |
| See attached spreadsheet for details. (page 10) |
| Total Tangible Benefits over 5 years: $32,298 |
| Total Costs over 5 years: $46,305 |
| NPV after 5 years: $121,920 |
| ROI after 5 years: 190.98% |
| Breakeven Point: 1.65  **Yes, we should build it. The economic aspect of this project is projected to be very beneficial to KY HPBA, with annual savings due to newsletter digitization, digital forms and online donations projected to be over $28,000 per year. The project anticipates a return on investment of 191% with a breakeven point of 1.7 years. Refer to Table 1 for more information.** |

|  |
| --- |
|  |
|  |

# Organizational Feasibility: If We Build It, Will They Come?

|  |
| --- |
| **Strategic Alignment** |
| Stakeholders |
| * Is the project strategically aligned with the business? Yes |
| * Project Champion(s) |
| * Senior Management |
| * Users * The operational aspects of this project are projected to be easily implementable. End-users will only need to be able to add and modify posts on the website with potentially no additional interaction with the database beyond what the website is projected to do of its own accord. |
| * Other stakeholders |

Table 1

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **2017** | **2018** | **2019** | **2020** | **2021** | **2022** | **Total** |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Newsletter Savings | 6,000 | 6,126 | 6,255 | 6,386 | 6,520 | 7,889 |  |  |  |
| Disaster Recovery Savings | 10,000 | 10,210 | 10,424 | 10,643 | 10,867 | 11,095 |  |  |  |
| Manual Labor Savings (12hrs/wk @ $20/hr) | 12,000 | 12,252 | 12,509 | 12,772 | 13,040 | 13,314 |  |  |  |
| Online Donations (Avg 175/mo for 6mo) | 175 | 179 | 182 | 186 | 190 | 194 |  |  |  |
| **TOTAL BENEFITS:** | 28,175 | 28,588 | 29,189 | 29,801 | 30,427 | 32,298 |  |  |  |
| **PV of BENEFITS:** | **27,354** | **26,947** | **26,712** | **26,478** | **26,247** | **27,861** | **$161,599** |  |  |
| **PV of ALL BENEFITS:** | **27,354** | **54,301** | **81,013** | **107,491** | **133,738** | **161,599** |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Database Administrator Labor | 15,800 | 0 | 0 | 0 | 0 | 0 |  |  |  |
| Analyst Labor | 12,000 | 0 | 0 | 0 | 0 | 0 |  |  |  |
| Software Developer Labor | 18,000 | 0 | 0 | 0 | 0 | 0 |  |  |  |
| **TOTAL DEVELOPMENT COSTS:** | 45,800 | 0 | 0 | 0 | 0 | 0 |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Hosting License | 300 | 0 | 0 | 200 | 200 | 200 |  |  |  |
| Cloud Backup | 119 | 121 | 124 | 127 | 129 | 132 |  |  |  |
| SQL Server | 60 | 61 | 63 | 64 | 65 | 67 |  |  |  |
| **TOTAL OPERATIONAL COSTS:** | 479 | 183 | 187 | 391 | 395 | 399 |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **TOTAL COSTS:** | 46,279 | 183 | 187 | 391 | 395 | 399 |  |  |  |
| **PV of COSTS:** | **44,931** | **172** | **171** | **347** | **340** | **344** | **$45,961** |  |  |
| **PV of ALL COSTS:** | **44,931** | **45,103** | **45,274** | **45,621** | **45,961** | **46,305** |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Total Project Benefits - Costs:** | **(18,104)** | **28,405** | **29,002** | **29,411** | **30,033** | **31,900** |  |  |  |
| **Yearly NPV:** | **(17,577)** | **26,775** | **26,541** | **26,131** | **25,906** | **27,517** | **$87,777** |  |  |
| **Cumulative NPV:** | **(17,577)** | **9,198** | **35,739** | **61,870** | **87,777** | **115,294** |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Return on Investment:** | **190.98%** |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Breakeven Point:** | **1.65646759** |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |