Project 1 Proposal Plan

Submitted By

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1. Need Analysis

1.1 Internal and External Stakeholders at Bryan Downtown Association

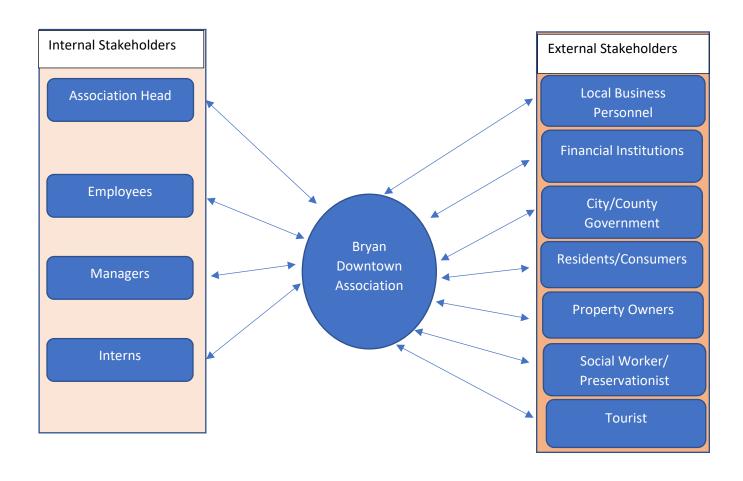


Image 1: Internal and External Stakeholders for Bryan Downtown Association



Image 2: Internal Stakeholder at Bryan Downtown Association

1.2 Questionnaire for Internal and External Stakeholders

♣ Bryan Downtown Association (Employees, Managers, Interns, Association Head)

1. What is goal of the organization and what it is trying to accomplish?

Bryan Downtown Association is committed to achieving the district's full potential as a premier and vibrant destination.

Our mission is to significantly improve the experience of all who live, work, visit, go to school or shop in the Downtown Bryan by:

- Providing supplemental services to keep the streets and sidewalks clean, upgrade the aesthetic appearance of the district, and make people feel welcomed and safe
- Promoting and fostering an energetic and thriving business climate in the area
- Serving as the voice and advocate for the district.
- 2. What is the timeframe decided by the organization to achieve those goals?

The association has decided to divide the goals in two strategic plans as Strategic Plan 2019 and Strategic Plan 2020.

- 3. Where does the organization receives its funds?

 The organization receive its funds from the below sources:
 - ❖ Fidelity Real Estate
 - ❖ Hotel-Motel Tax
 - City of Bryan Mayor's Office
 - Equity Office
 - Synergy Investments
 - State Street Bank
 - Wells Fargo Bank
 - CBRE
 - Pi Alley Garage
- 4. What is the hierarchical structure of the organization?

The hierarchy of the organization is as follows:

- President & CEO
- Chairman
- Vice-Chairman
- Treasurer
- Clerk
- Marketing Head
- Sales Head
- 5. How often the office of the organization changes?
 The office of the organization changes depending upon the success rate of the strategic plan.
- 6. What is the procedure to elect a new office body?

 The voting system is established for electing a new office body where the city mayor and residents can participate.
- 7. Is there any higher official authority who monitors the functioning of the organization? If yes, what is the role played by them? Also, how are the communicated about the performance of the organization? Ye, the city mayor office monitors the functioning of the organization. They provide funding and approve the strategic plan every year. They are communicated with proper documents, email and quarterly meeting with CEO.
- 8. How is the performance matrix of the organization evaluated? The performance matrix is evaluated based on number of customers visiting, number of new business establishment, Queen theatre collection and number of new donors attached with the association.
- 9. What are the performance issues or problems that needs to be addressed?

The problems are:

- Infrastructure is not as per the requirements
- Less awareness amongst the citizens

- 10. What are the constraints/ roadblocks in addressing those issues?

 Note1: roadblocks can be internal or external factors

 The roadblocks are:
 - Less funding
 - Proper management
 - Less detailed strategic plan
- 11. How the success of the organization will impact the society? The success will impact in the following ways:
 - More business means more employment
 - More hotels mean more tourists and hence the flourishment of the society
- 12. Does the organization has set any priority of goals, for example, short term goals or long-term goals?
 - Yes, the organization has set long term and short -term goals.
- 13. What is the highest qualification of many officers at the organization?
 - Most of the officers are post graduate in the organization.
- 14. Is Bryan downtown organization using any technology? If yes, which all technologies are being used?

The technologies are:

- Microsoft SQL Server
- Visual Studio
- 15. If the answer to the above question is yes, how the organization is using those technologies to achieve their goals?
 - The organization is using to store data in the database as Microsoft SQL Server.
- 16. How comfortable are the officers to welcome technologies to the association?

- The officers are technology-oriented people and welcome the technology with full enthusiasm and try to learn it as soon as possible.
- 17. Is local government involved at any level with the functioning of the organization? If yes, are they supportive enough?
 - Yes, local government is involved at many levels with the functioning of the organization. Yes, they are supportive enough.
- 18. What will be the worst consequences if the organization is not able to achieve its set goals?
 - The worst consequence will be that the office of the association will change in the next year.
- 19. How does the organization receive feedback from all its stakeholders to improve performance?
 - The association received feedback by online surveys and quarterly meeting.
- 20. Are there any political factors that can affect the normal functioning of the association now or in the future?
 - No, there are no political factors that can affect the normal functioning of the association now or in the future
- 21.If your organization receive more funding than expected from any of the source, what will be your next step?
 - To save for the future
 - ❖ To add more scope in the strategic pan
- 22. Who is responsible for devising the roadmap for future?
 - CEO and Board of Directors
- 23. What social factors such as culture, class, region, ethnicity, and gender can affect the performance of the organization?

- The residents are welcoming to the concept of diversity and inclusion.
- 24. How open are you for internship positions? And what exposure do you provide?
 - Yes, the organization is open for internship position. The students are exposed to the real-world clients.
- 25. How transparent are the meetings and planning sessions at your organization for the public?
 - The sessions happen in a hall in face to face conversations.
- 26.Do you outsource any of the services such as Financial advisory, marketing, technical consulting, etc.?
 - ❖ No

Local Business Personnel

- 27. Describe how does Bryan downtown association's goals fits with your organization's goals?
 - They are helpful and genuinely take all the recommendations and feedbacks to improve the existing policies. They are open to accept all the new technologies and hire talent from the market which inclines with our organization's goals.
- 28. Who will be your target customers? For ex college students, old/middle-aged/ young residents or other local business?
 - All of the above mentioned.
- 29. How many employees work at your organization?
 - **1**00
- 30. How does your organization receive feedback from its customers/ employees?
 - Through online surveys conducted every month

- 31. Does your organization need any financial support?
 - ❖ No at present, they do not need any financial support.
- 32. How does the organization measure its success?
 - The organization measure its success using yearly turnover in US dollars.
- 33. Are there any environmental factors such as rain, heat, cold, humidity, etc. which can affect the functioning of your business in the downtown area?
 - ❖ No, we are in a closed area with covered roof
- 34. What are the challenges faced by your organization in setting up business in the downtown area?
 - Awareness programs
 - Marketing

Financial Institutions

- 35. What are the risk factors associated with your organization providing financial assistance to Bryan downtown association?
 - ❖ Failure of strategic plan of the Bryan Downtown association
 - Irregular payment of interests
 - Market Risk
 - Leadership Failures
- 36.Is the funding provided to the Bryan downtown association without any mortgage assets?
 - Yes, without mortgage assets

- 37. What all information you need from the Bryan downtown association on their performance on the projects for which the funding has been provided?
 - The bifurcation of funds and the success report
- 38. How often and by what means you want to be updated on the progress and performance of the organization?
 - Quarterly
- 39. Are other financial institutions involved with the Bryan downtown association?
 - **❖** Yes
- 40. Are you funding any other local business in the downtown area?
 - Yes, local business in the downtown area.

City/ County Government

- 41.At what level is the local government associated with the downtown association?
 - ❖ At planning level
- 42. How does the success of the downtown association will benefit your government goals and vision?
 - More taxes with more tourists visiting.
- 43.Is government providing any support to the downtown association? If yes, how?
 - Yes
- 44.Is government planning or already supporting the local businesses in the downtown? If yes, how?
 - Yes, with funding and planning

- 45. What is the condition of the local infrastructure networks such as roads, water supply, buildings, Power supply in the downtown area?
 - ❖ It was not in the proper situation earlier but now it has been improved over the time and other improvement plans are also in progress.
- 46. How reliable are the information technology services such as internet, phone, etc. in the downtown region?
 - They are highly reliable in the downtown area.

Residents/ Consumers

- 47. How interested are they in the various cultural events organized by the downtown association?
 - They are very interested in the various cultural events.
- 48. What all are the improvement areas in the descending order of the priority which they want to be focused first by the downtown association?
 - Infrastructure
 - Finance
 - Marketing
 - Sales
- 49. How are they communicated of any special events/ change in schedule or road routes, etc. by the downtown association?
 - Emails, notice boards, Hoardings
- 50.Do you want events to be organized in the daytime or night?
 - Both the time
- 51. Which one do you enjoy more museums or road shows?
 - Road shows
- 52.Do you prefer childcare centers in the downtown area?

- ❖ Yes
- 53.Do you prefer more children-oriented events to be organized by the downtown association?
 - Balance should be maintained in all age groups

Property Owners

- 54. Will you sign a lease or any other official document to rent it out to vendors in the downtown area?
 - Yes, for the record purposes
- 55. If the reply is yes to the above question, what will be the duration of the lease agreement?
 - 12 months
- 56. What will they do with the financial profit received by renting the property?
 - To invest in other portions
- 57. Are they interested in setting up the business in the downtown area?
 - ❖ Yes
- 58. Will they provide furniture and other relevant essentials in the rented property?
 - Yes
- 59. How often will they provide maintenance activities in the rented property?
 - Every month

Social Worker/ Preservationist

- 60. What all kind of help can you provide to the downtown association?
 - More Awareness about the programs
 - Social workers to help without pay
 - Consultation
- 61. Does your organization's goals and mission complement with that of the downtown association?
 - Yes
- 62. What is your availability throughout the week? Are you available on first Friday of the month?
 - ❖ All days of the week
- 63. Have you worked with similar kind of organization in the past? If yes, what value addition can you bring to the Bryan downtown association?
 - ❖ No

Tourists

- 64. How do you want to make reservations for staying in the downtown area?
 - Online and walk-in
- 65. Are you interested in the cultural events organized by the association?
 - Yes
- 66.Do you enjoy plays or movies in a theatre? If movies, old or new?
 - Old and new both movies
- 67.Do you want to explore several options while making reservations or a single center for all the information?
 - Yes
- 68. Do you want events to be organized in the daytime or night?

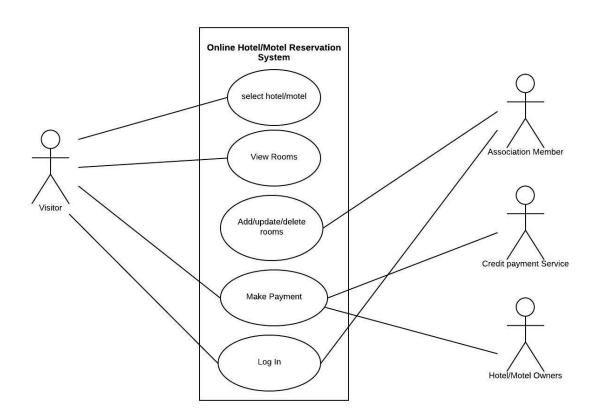
- **❖** Both
- 69. Which one do you enjoy more museums or road shows?
 - Road shows
- 70.Do you prefer childcare centers in the downtown area?
 - Yes
- 71.Do you prefer more children-oriented events to be organized by the downtown association?
 - Yes
- 72. What will be budget for the trip to downtown association?
 - **\$** \$2000-4000
- 73. Which one do you prefer food in restaurants or roadside food trucks?
 - **❖** Both
- 74. What is the minimum duration of your stay and how often will you visit the downtown area?
 - Long weekend
- 75. What are the minimum requirements that you look for when deciding to visit a place?
 - Good Hotels and places to visit

2. User Stories

2.1 Online Hotel/Motel Reservation System

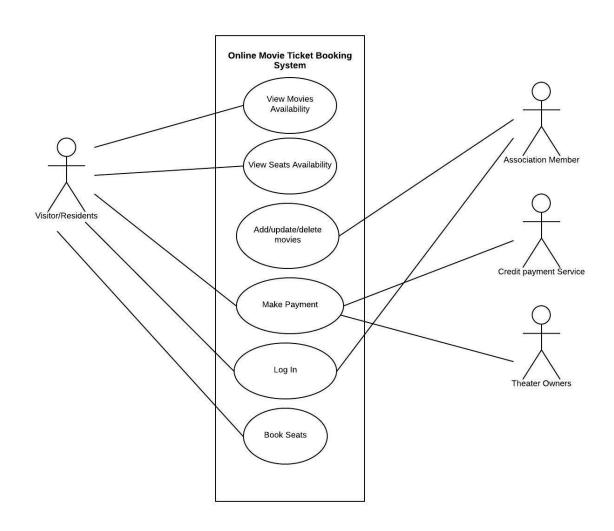
Name of Use Case:	Online Hotel/Motel Reservation System			
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi	
Created By:	Shipra Tyagi	Last Revision Date:		
Description:	As a Visitor, I want a centralized online hotel /motel reservation system so that I can make room and restaurant reservation in advance and facilitate the visitors without any last-minute emergencies benefitting the hotel/motel owner with advance booking			
Actor(s):	Visitors, Association M	embers, Hotel/N	Notel Owners	
Stakeholder(s):	Association Members, Hotel/Motel Owners, credit payment service			
Primary Actor:	Visitors			
Preconditions:	 Hotel Owners are interested in the online system Funding is available for the new system Technical Expertise is available to build such a system 			
Triggers:	Visitor opens the website to book a room/ restaurant			
Main Success Scenario:	Visitor should be able to navigate through the site easily, book rooms successfully, complete the payment online.			
Acceptance Criteria	 User can book the rooms successfully with online payment system in place Website is user-friendly and not complex Website should not take much time to load Online payment system is secure Association members can add/update/delete information 			
Alternative Paths:	2. User cannot bo	owse through thook the rooms in the the online pa	advance	

4. Association members cannot add/update/delete information on the online portal



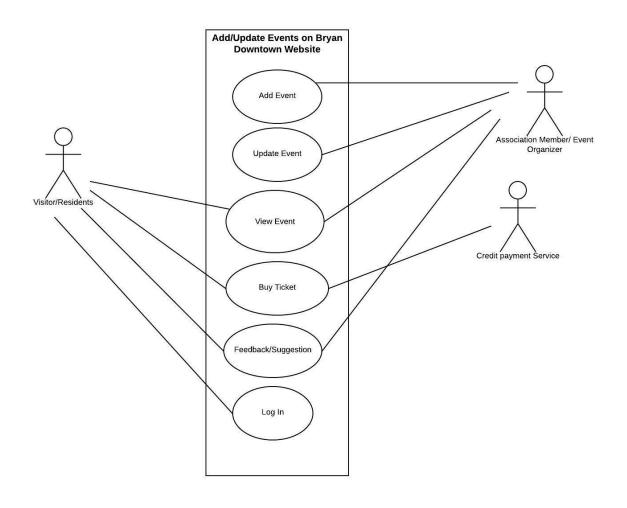
2.2 Online Movie Ticket Booking

Name of Use Case:	Online Movie Ticket B	Booking	
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi
Created By:	Shipra Tyagi	Last Revision Date:	09/26/2019
Description:	As a visitor/resident, I want an online ticket booking system for Queen's theater so that I can check availability, book tickets in advance and theatre owners will get a count of booking seats to make preparation before the start of the movie show		
Actor(s):	Visitors, Residents, As	sociation	
Stakeholder(s):	Association Members payment service	, Theatre Owne	r, credit
Primary Actor:	Visitor/ Resident		
Preconditions:	 Theater owner is interested in the online ticket booking system Budget is not the constraint for the deployment of the new system Number of visitors/ residents is huge who come to watch the movies 		
Triggers:	Visitor/Resident log in to the online system to book movies		
Main Success Scenario:	Any user of the website should be able to navigate through the site easily, able to see upcoming and current movies displayed in the theater, and book tickets for the movies in advance.		
Acceptance Criteria:	 User can book the tickets online successfully. User can make the payment online successfully Easy to navigate through the website Online payment system is safe User can log in to the system successfully 		
Alternative Path	User cannot be User cannot m	ccess the websit ook the tickets in take the online p ont is not secure	n advance payment



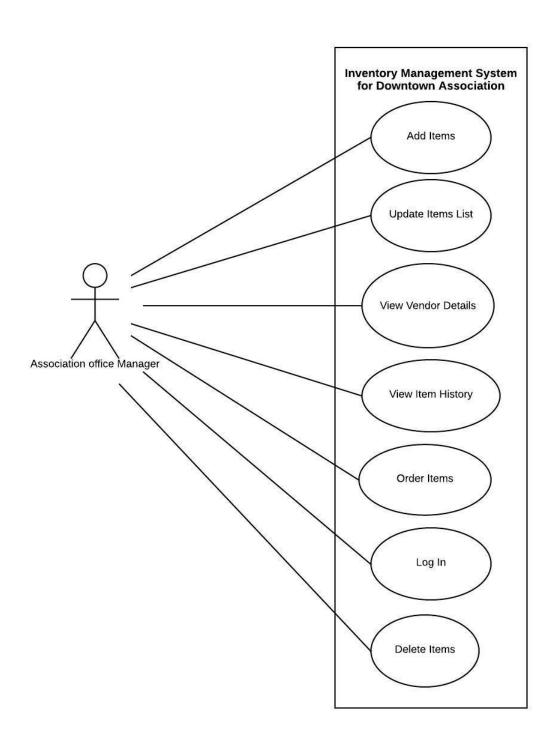
2.3 Add/ Delete Events on Bryan Downtown website

Name of Use Case:	Add/ Delete Events o website	n Bryan Downto	own	
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi	
Created By:	Shipra Tyagi	Last Revision Date:	09/26/2 019	
Description:	As an Event Organizer, I want to add/delete events on the website so that I can keep the concerned users updated on the latest events, make changes if necessary and update the website as per the changes			
Actor(s):	Event Organizer			
Stakeholder(s):	Residents/Visitors, Event Organizer, credit payment service			
Primary Actor:	Event Organizer			
Preconditions:	 Budget is not the constraint for the deployment of the new system Number of visitors/ residents is huge who come to attend the events 			
Triggers:	Event organizer log in to the system to add/update events			
Main Success Scenario:	Event organizer of the website should be able to navigate through the site easily, and able to add/update the events online.			
Acceptance Criteria:	 User can log in to the system successfully User can add the events User can update the events Easy to navigate through the website User can delete the events added 			
Alternative Path	 User cannot ac User cannot de 	ccess the websitdd/update the e elete the events og in to the syste	events	



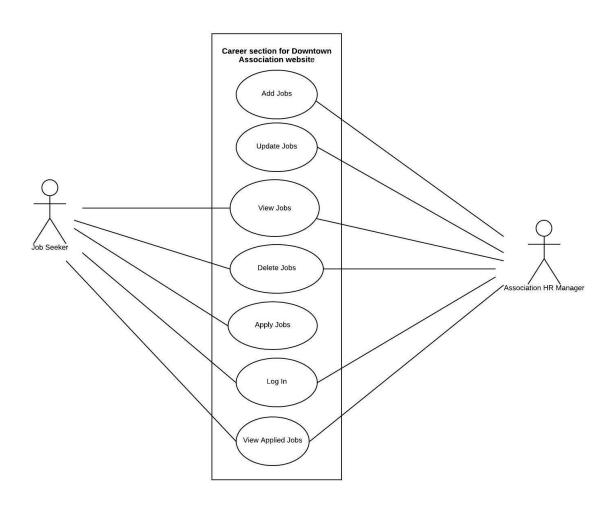
2.4 Inventory Management System for Downtown Association

Name of Use Case:	Inventory Management System for Downtown Association			
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi	
Created By:	Shipra Tyagi	Last Revision Date:	09/29/2019	
Description:	As an association office manager, I want an online system for inventory management so that I can add/update/delete items count and order those which are less in number. This way the items supply will always be in place at office. Availability of item's previous order details such as vendor, price should be available.			
Actor(s):	Association Office Man	ager		
Stakeholder(s):	Association Office Men			
Primary Actor:	Association Office Manager			
Preconditions:	 Budget is not the constraint for the deployment of the new system User is ready to learn the new interface. 			
Triggers:	Association office manager log in to the online system to book movies			
Main Success Scenario:	Association office manager should be able to navigate through the site easily, add/update/delete items when necessary.			
Acceptance Criteria:	 User can add the items online successfully. User can delete items online successfully User can update items online successfully Easy to navigate through the website Items previous order details such as vendor, price should be available. 			
Alternative Path	·	d item details		



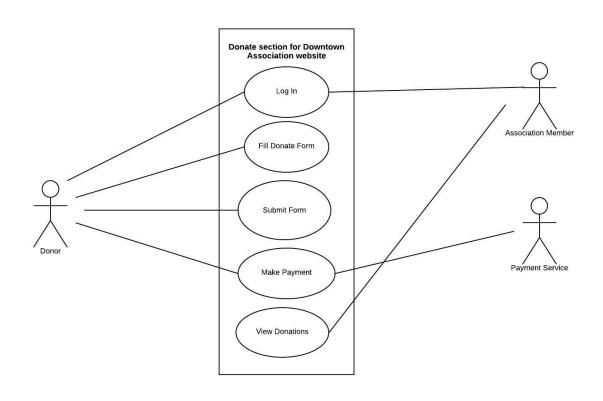
2.5 Career section for Downtown Association website

Name of Use Case:	Career section for Downtown Association website		
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi
Created By:	Shipra Tyagi	Last Revision Date:	09/29/2019
Description:	As an Association HR Manager, I want an online career job portal system for full-time/part-time/interns looking for job opportunities at Downtown Bryan Association so that I can add/update/delete job opening on the website and job seekers can apply		
Actor(s):	Association HR Manager	r, Job Seekers	
Stakeholder(s):	Association		
Primary Actor:	Association HR Manager, Job Seekers		
Preconditions:	Budget is not the constraint for the deployment of the new system		
Triggers:	Association department head log in to the online system to add/update/ delete a job opening or the job seeker applies through the system		
Main Success	Association HR Manager should be able to navigate		
Scenario:	through the site easily, add/update/delete jobs when necessary.		
Acceptance Criteria:	 HR manager can add the jobs online successfully. HR manager can delete items online successfully. HR manager can update items online successfully. HR manager to navigate through the website. Jobseeker can successfully apply through the system. 		
Alternative Path	2. Update job posti	outton is not working button is not working button is not working	vorking



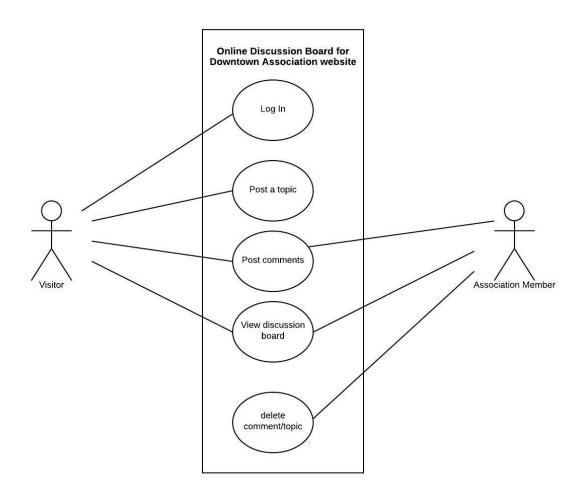
2.6 Donate section for Downtown Association website

Name of Use Case:	Donate section for Downtown Association website			
Date Created:	09/24/2019		Last Updated By:	Shipra Tyagi
Created By:	Shipra Tyagi		Last Revision Date:	09/29/2019
Description:	the downtov	vn website s on and we c	want to add Don so that any donor an use that many	can donate to
Actor(s):	Association I	Members, D	onors, Online Pay	ment Service
Stakeholder(s):	Association I	eadership to	eam, Donors	
Primary Actor:	Donors			
Preconditions:	 Budget is not the constraint for the deployment of the new system Technical resources are available to implement the system 			
Triggers:	Donor access the system to record the payment either through online payment or check			
Main Success Scenario:	Donor should be able to access the system easily, navigate through it and record the donated amount			
Acceptance Criteria:	 Donor should be able to fill the donor details form Donor should be able to submit the form Donor should be able to record the payment Online payment system should be secure Association members should be able to retrieve information of all the donors Donor details should be saved successfully in the database 			
Alternative Path	 Dono Dono Dono Association 	or is not able or is not able or is not able	to access the we to locate the dor to fill/ submit the to make the pay bers are not able	nate section e donation form ment



2.8 Online Discussion Board for Downtown Association website

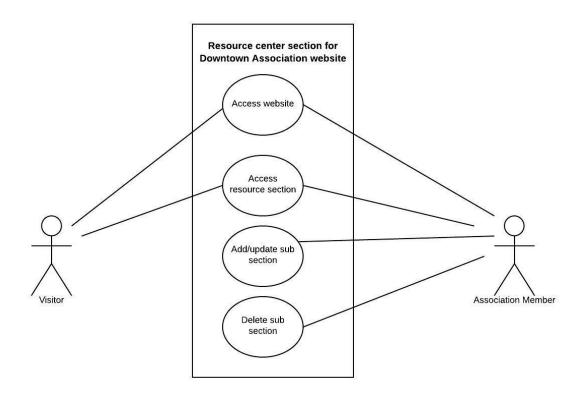
Name of Use	Online Discussion Board	l for Downtown A	Association
Case:	website		
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi
Created By:	Shipra Tyagi	Last Revision Date:	09/29/2019
Description:	As an association head, I section in the downtown site can post a discussion participate by posting coto become acquainted w	n website so that a n topic and any vi nmments to help t	any visitor to the sitor can the association
Actor(s):	Association Members, V	isitors	
Stakeholder(s):	Association Members		
Primary Actor:	Visitors		
Preconditions:	 Budget is not the constraint for the deployment of the new system Technical resources are available to implement the system There are many visitors to the site daily 		
Triggers:	Visitors registers on the website and start a discussion on		
	the discussion board		
Main Success	Visitors should be able to	o access the webs	site successfully,
Scenario:	register successfully, and post a topic for discussion. Also, other visitors should be able to participate in the discussion through comments		
Acceptance Criteria:	 Visitor should be able to successfully post the topic Visitor should be able to post comments Association members should be able to see the entire discussion board and add/update/delete any topic or comment All the posted discussion topics and comments should be saved to the database Visitor should be able to successfully register into the system 		
Alternative Path	 Visitor could not Visitor is not able Association mem action on the disc Discussion board database 	e to post the comi ber is not able to	nents perform any



2.9 Resource center section for Downtown Association website

Name of Use Case:	Resource center section website	for Downtown A	ssociation	
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi	
Created By:	Shipra Tyagi	Last Revision Date:	09/29/2019	
Description:	As an association head, I section in the downtown site can see the details s association master plan, properties, post availabl development opportunit newsletters	n website so that a uch as Bryan dow event venues, av e properties, busi	any visitor to the rntown ailable ness	
Actor(s):	Association Members, V	isitors		
Stakeholder(s):	Association Members			
Primary Actor:	Visitors			
Preconditions:	 Budget is not the constraint for the deployment of the new system Technical resources are available to implement the system There are many visitors to the site daily 			
Triggers:	Visitors access the website and navigate to the resources section to look for information such as Bryan downtown association master plan, event venues, available properties, post available properties, business development opportunities and association latest newsletters			
Main Success Scenario:	Visitors should be able to access the website successfully, and all the required information subtopics are present under the resources section. Association members can add/update/delete the information in this section successfully			
Acceptance Criteria:	successfully 2. Visitor should be 3. Visitor cannot ad sub-section 4. Association mem resource section	d/update/delete	he subtopics any resource ate/delete ion	

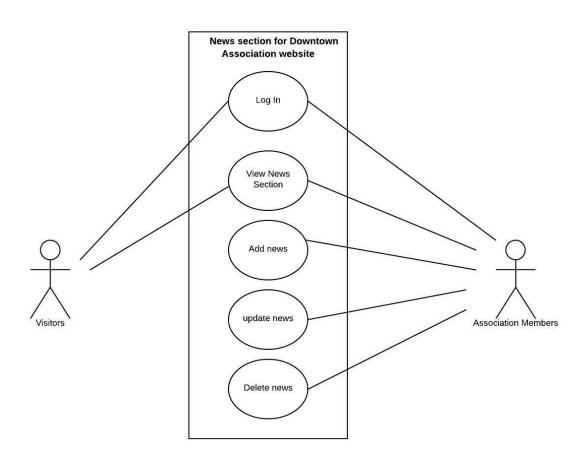
Alternative	1.	Visitor can open resource section
Path	2.	Visitor cannot open any sub-section
	3.	Association member cannot add/update/delete
		any sub-section
	4.	Interface is not user friendly



2.10 News section for Downtown Association website

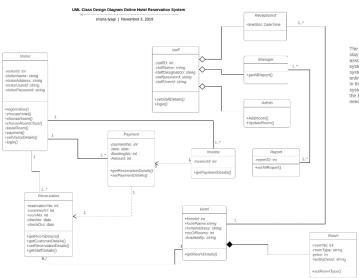
Name of Use Case:	News section for Down	town Association	website
Date Created:	09/24/2019	Last Updated By:	Shipra Tyagi
Created By:	Shipra Tyagi	Last Revision Date:	09/29/2019
Description:	As an association head, in the downtown websit can see the details such latest happenings such a sales, investment oppor	e so that any visit as Bryan downtow as property rates,	or to the site wn news and
Actor(s):	Association Members, V	isitors	
Stakeholder(s):	Association Members		
Primary Actor:	Visitors		
Preconditions:	 Budget is not the constraint for the deployment of the new system Technical resources are available to implement the system There are many visitors to the site daily 		
Triggers:	Visitors access the website and navigate to the resources section to look for information such as Bryan downtown association master plan, event venues, available properties, post available properties, business development opportunities and association latest newsletters		
Main Success	Visitors should be able t	o access the webs	site successfully,
Scenario:	and all the required info	•	•
	under the resources section. Association members can		
	add/update/delete the i		
Acceptance Criteria:	 Visitor should be able to access the website successfully Visitor should be able to open all the subtopics Visitor cannot add/update/delete any news subsection Association member can add/update/delete news section including subsection Interface is user friendly for the non-technical 		
	users		,
Alternative Path	Visitor cannot op	en news section en any sub-section	n

- 3. Association member cannot add/update/delete any news
- 4. Interface is not user friendly



3.UML

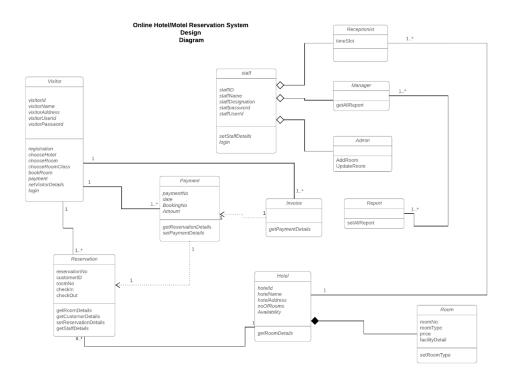
3.1 UML Class Diagram



he system has been designed for the centralised hotel booking system for any visitors planning to ayin filty and bowntown. After the discussion with the majesting tam of Biryan downtown sociation. It have come to know that the receive majority of their funding from the hotel motel tax system. This implies that if emphasis is laid on a more confortable and user-finedity hotel resolution system, and funding will inflow. As per the survey conducted, people prefer to book tickets both links and walk-in fail.

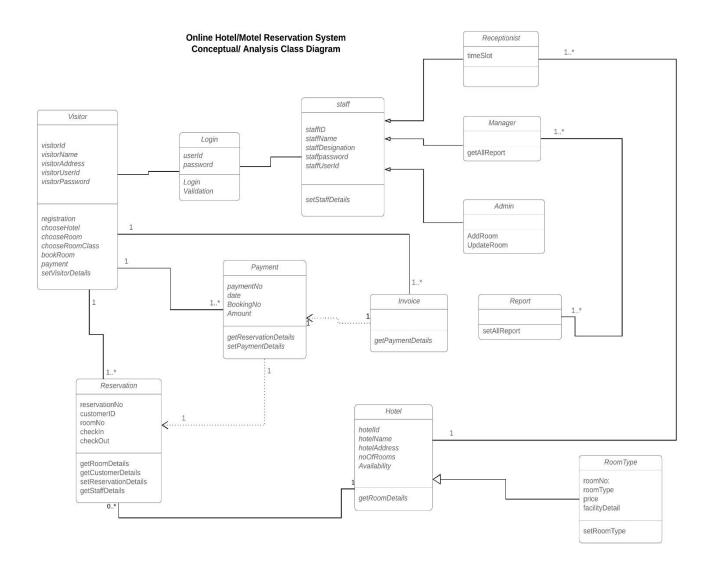
t the design and analysis diagram, I have designed a system where a centralised noted booking ystem has been designed to book a room which will show availability of rooms in various hotels in BPyan Downtown area so that every visitor can find the respective hotel room according to their eeds and budget.

3.2 UML Design Diagram



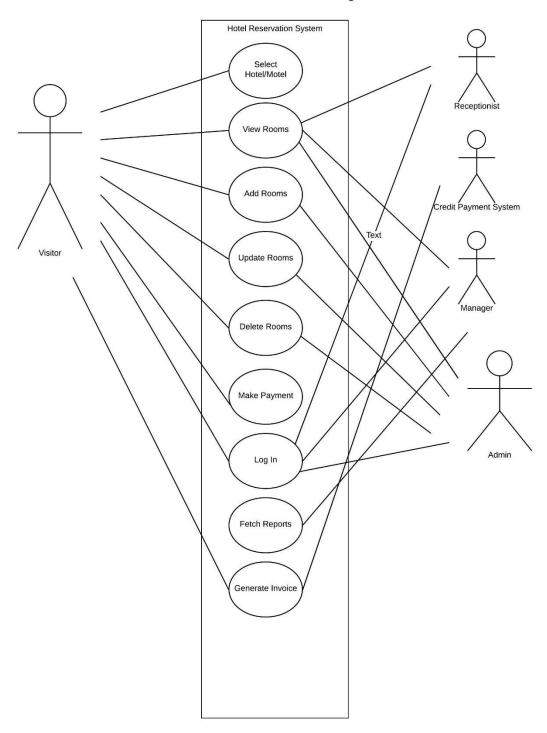
3.3 Analysis Deliverables

1. Conceptual/Analysis Class diagram: The system has been designed for the centralized hotel booking system for any visitors planning to stay in Bryan downtown. After the discussion with the marketing team of Bryan downtown association, I have come to know that they receive majority of their funding from the hotel/motel tax system. This implies that if emphasis is laid on a more comfortable and user-friendly hotel reservation system, more funding will inflow. In the design and analysis diagram, I have designed a system where a centralized hotel booking system has been designed to book a room which will show availability of rooms in various hotels in the Bryan downtown area so that every visitor can find the respective hotel room according to their needs and budget.



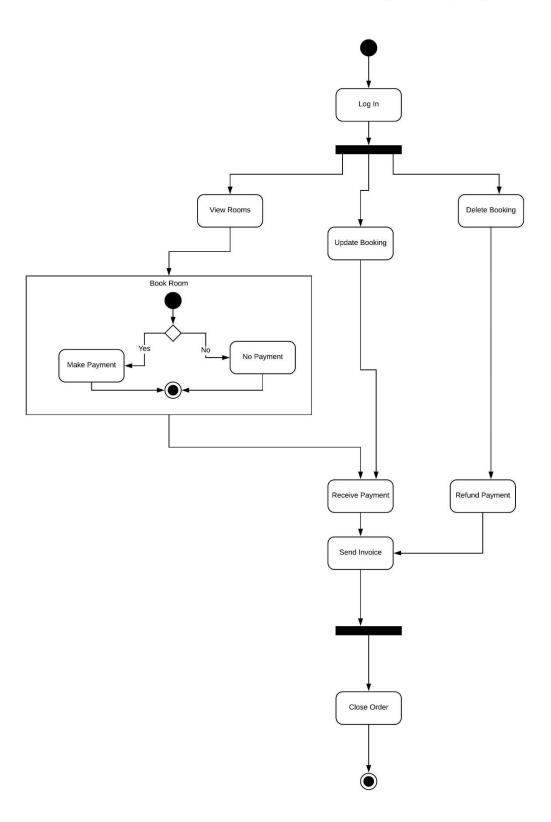
2. Use Case Diagram: In the use case diagram for online hotel/motel reservation system, various actors of the system have been identified such as Visitor, Receptionist, Credit Payment System, Manager, and Admin. There are various activities that are performed by these actors within the system such add rooms, make payment, etc. In this diagram, those events have been connected with the actors performing them. Multiple actors are performing the same activity or are involved in that activity.

Online Hotel/ Motel Reservation System: Use case Diagram



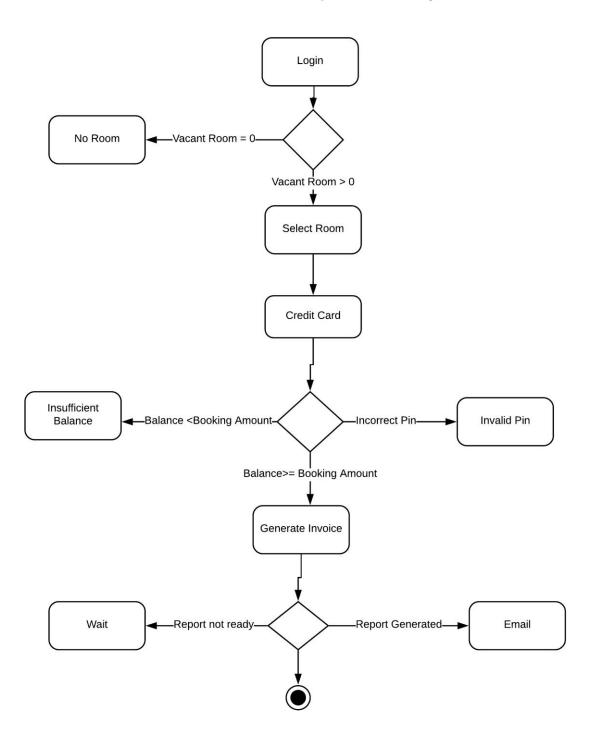
3. Activity Diagram: The activity diagram for the online hotel/motel reservation system shows the dynamic nature of the system. It is basically a flowchart which shows the sequential flow of the messages from one event to another and their consequences. The branching has also been done to show a clear picture of multiple possibilities of an event. Here, the user first login to the system, then there are three possible activities, i.e., view rooms, update booking and delete booking. If the user selects to book the room, then he could make the payment or not make the payment. As the next step, payment is received, and invoice is sent. If the user cancels the booking, refund amount is given to the end user.

Online Hotel/Motel Reservation System Activity Diagram



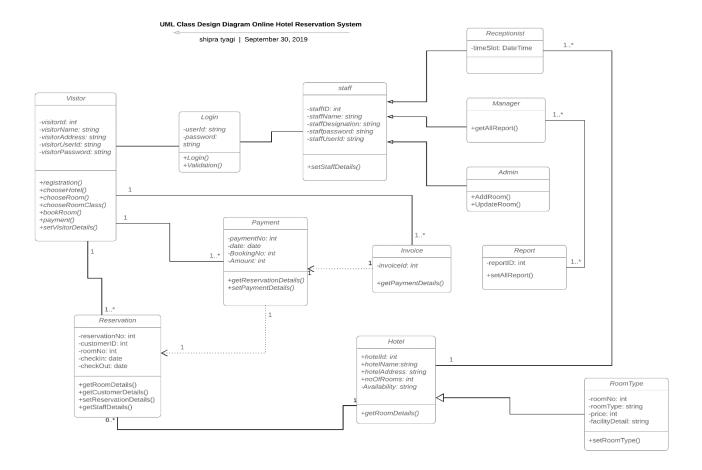
3.4 State Diagram: In the state diagram for Online hotel/ motel reservation system, sequence diagram shows object interactions arranged in time sequence depicting the objects needed to carry out the functionality of the current system. It is in association with the use case diagram as depicted earlier. It is displaying the system under development.

Online Hotel/ Motel Reservation System UML State Diagram



3.5 Design Deliverables

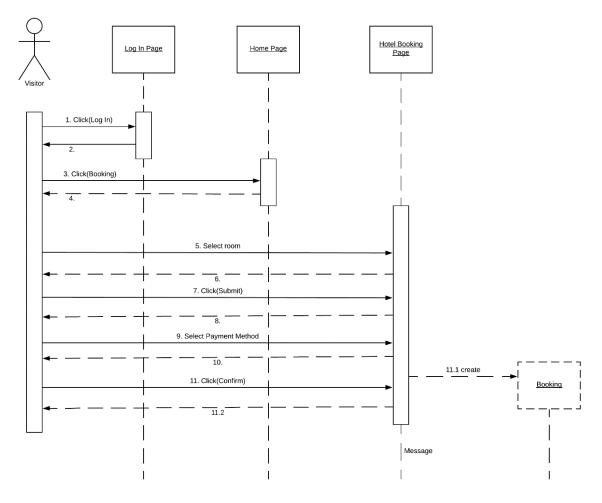
Design Class Diagram: The system has been designed for the centralized hotel booking system for any visitors planning to stay in Bryan downtown. After the discussion with the marketing team of Bryan downtown association, I have come to know that they receive majority of their funding from the hotel/motel tax system. This implies that if emphasis is laid on a more comfortable and user-friendly hotel reservation system, more funding will inflow. In the design and analysis diagram, I have designed a system where a centralized hotel booking system has been designed to book a room which will show availability of rooms in various hotels in the Bryan downtown area so that every visitor can find the respective hotel room according to their needs and budget.



Sequence Diagram

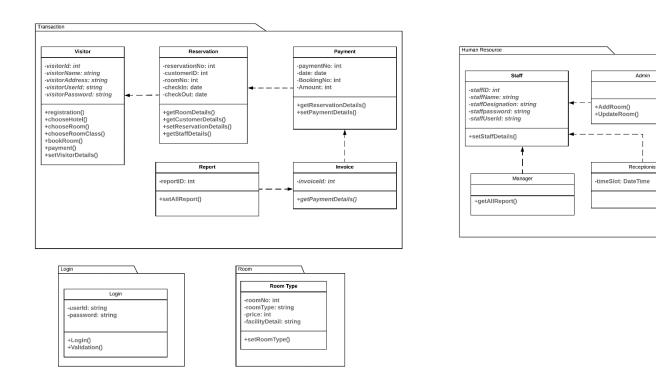
The sequence diagram for the online hotel/motel reservation system depicts interaction between objects in a sequential order. It describes the order in which the event occurs in the existing system. Here, there three main objects where the event occurs, Login Page, Home Page and Hotel Booking Page.

Online Hotel/Motel Reservation System Sequence Diagram



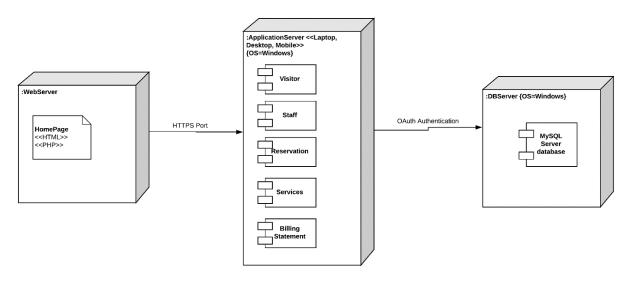
Package Diagram: In the package diagram above, the high-level systems have been structured. I have simplified the complex online reservation system into four packages as Transaction, Human Resource, Login and Room. Respective classes with variable names and their data types have also been mentioned to enhance clarity. The dependencies within the classes has also been shown. Login and Room are two packages which does not have multiple classes but one and hence no complex dependency.

Online Hotel/Motel Reservation System Package Diagram



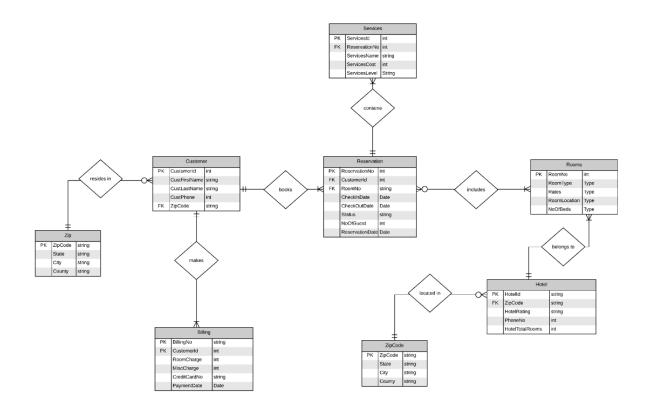
Deployment Diagram: In the deployment diagram above, the design of the online hotel reservation system is divided into three layers, i.e, Webserver, application server and database layer. The connection between three layers is shown thorugh connecting lines. For the online hotel reservation system, I have designed the system to use HTML and PHP as languages for home page, then various components of the application layer(Visitor, Staff, services, etc.) are mentioned in the application layer and in the Database layer, MySQL server has been mentioned.

Online Hotel/Motel Reservation System: UML Design Deployment Diagram



4. ERD

ER Diagram: Hotel Reservation System in Bryan DownTown



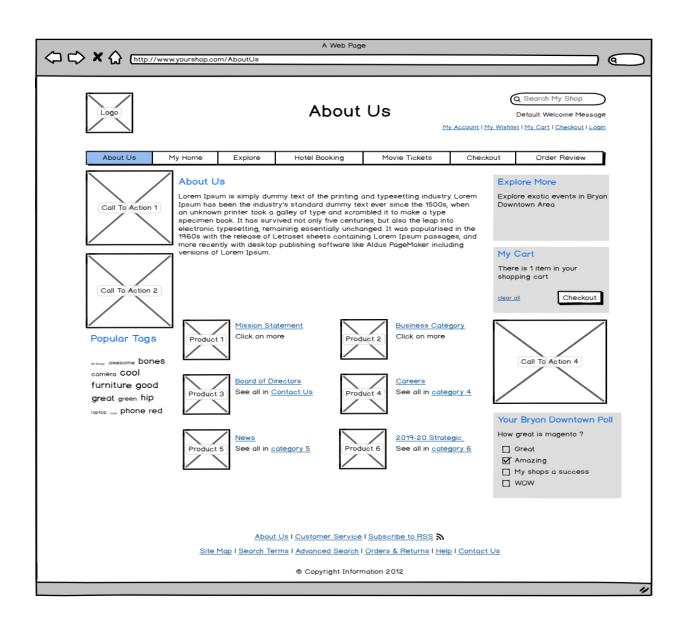
5. Wireframes

5.1 Page 1: About Us

Description:

The about us wireframe contains the entire navigation bar for the Bryan downtown website. It contains links to the mission statement, Business category, Board of directors, careers, News, 2019-20 strategic plan of the Bryan downtown associations.

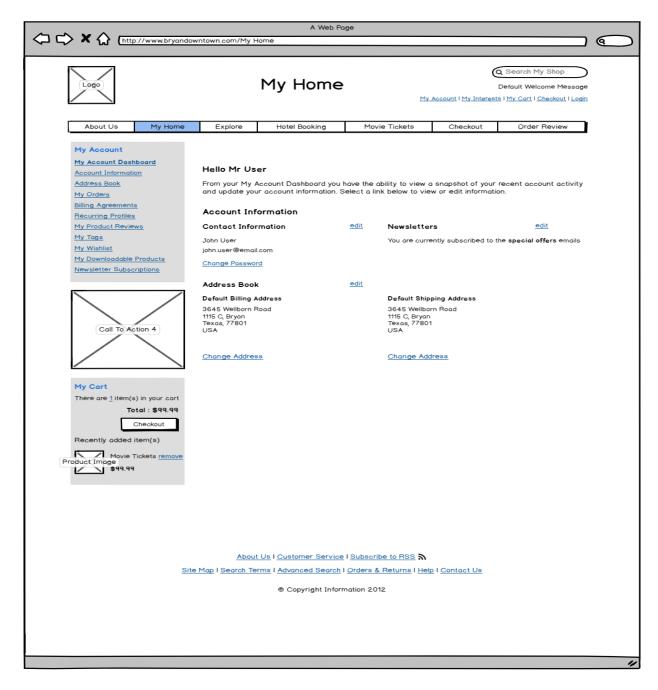
It also contains poll to the Bryan downtown events organized by the Bryan downtown association.



5.2 My Home Wireframe:

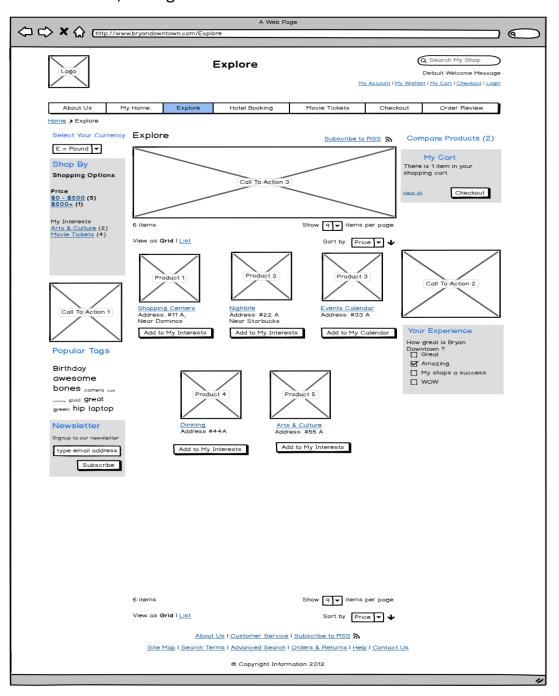
Description:

This wireframe contains all the details related to the logged in user such as account information which includes contact information, newsletters, address book (shipping and billing address), option to edit or change the address.



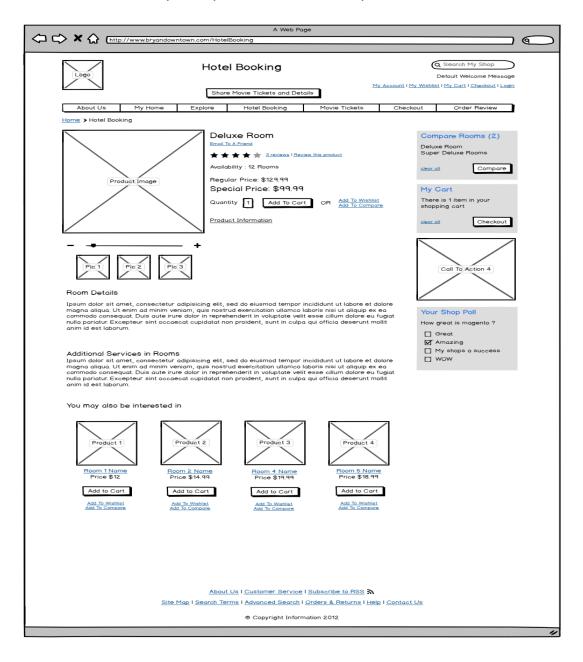
5.4 Explore:

The explore wireframe provides information on various options available in the Bryan downtown area such as shopping centers, nightlife, events calendar, Dining and Arts & Culture.



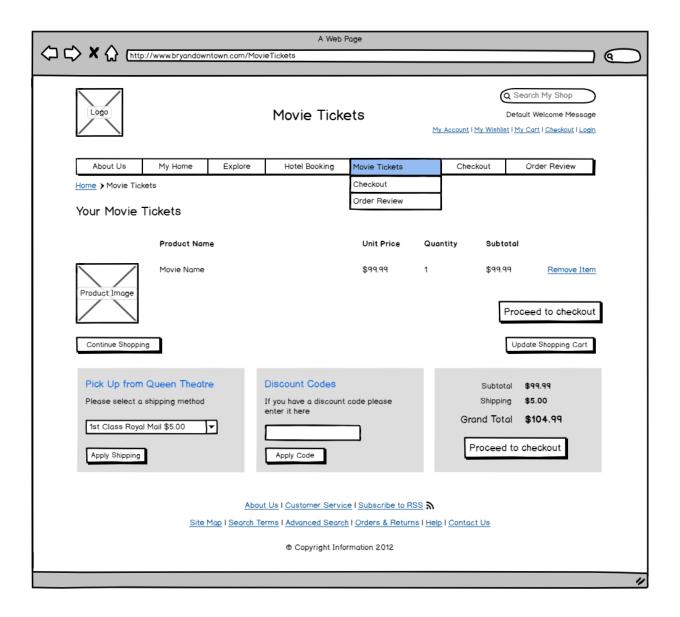
5.5 Hotel Booking:

The hotel room booking wireframe provides information on various hotels and rooms availability in the Bryan downtown area. It also provides information on the price, pictures, room comparison, etc.



5.6 Movie Tickets:

The wireframe provides information on the movie shown in the Queen's theatre and the tickets price and the option to checkout.



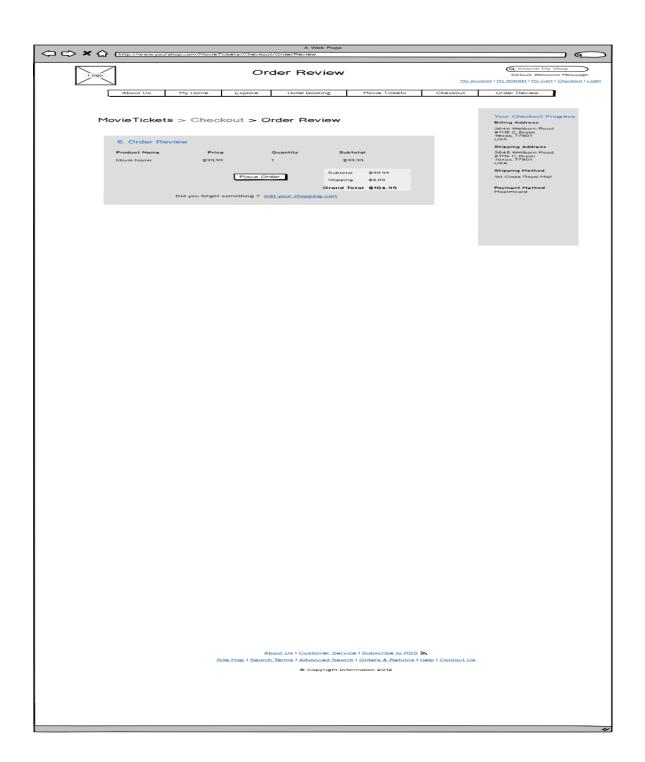
5.7 Checkout:

The checkout wireframe is the page where you can enter credit card information, shipping method and shipping information for the user to make payment.

	A Web Page			
← ← ★ ♠ http://www.yourshop.com/MovieTickets/	Checkout			
a				
Logo	-1	Q Search My Shop		
Chec	ckout	Default Welcome Message My Wishlist I My Cart I Checkout I Login		
About Us My Home Explore	Hotel Booking Movie Tickets Chec	ckout Order Review		
Home > Movie Tickets > Checkout		Your Checkout Progress		
1. Checkout Method		Billing Address		
	- 4	3645 Wellborn Road #1115 C, Bryon		
Checkout as a guest or register Logi Register with us for future convenience: Alrea	n to your account dy registered your account ?	3645 Wellborn Road #1115 C, Bryan Texas, 77801 USA		
	Address			
O Register Pass		Shipping Address		
Why should you register an account ?		onipping Address 3545 Wellborn Road #1115 C, Bryon Texas, 77801 USA		
	ogin	Texas, 77801 USA		
- Easy access to your order history and Continue				
Continue		Shipping Method 1st Class Royal Mail		
2. Billing Information		Payment Method Mastercard		
	st Name			
	1			
	oil Address			
Address	· ·			
Oity An	ea/County			
Postcode Co	untry			
	nited Kingdom			
Telephone Fa:				
Ship to this address				
Ship to another address				
Continue				
3. Shipping Information				
Same as Billing Address				
4. Shipping Method				
Select your shipping method				
Courier £12.50				
 1st Class Royal Mail £5.00 				
O 2nd Class Royal Mail Free				
Continue				
5. Payment Information				
 Mastercard 				
Name on card				
Card Number				
Expiration Date				
MM Y YY Y				
Card Verification Code				
O Visa				
Continue				
Did you forget something ? edit your shopping	ng cart			
About Us I Gustomer Service I Subscribe to RSS A				
Site Map I Search Terms I Advanced Search I Orders & Returns I Heip I Contact Us				
	© Copyright Information 2012			
			"	

5.8 Order review:

The order review is the final page where the user can finally place the order for movie tickets or hotel room in case of hotel room booking.

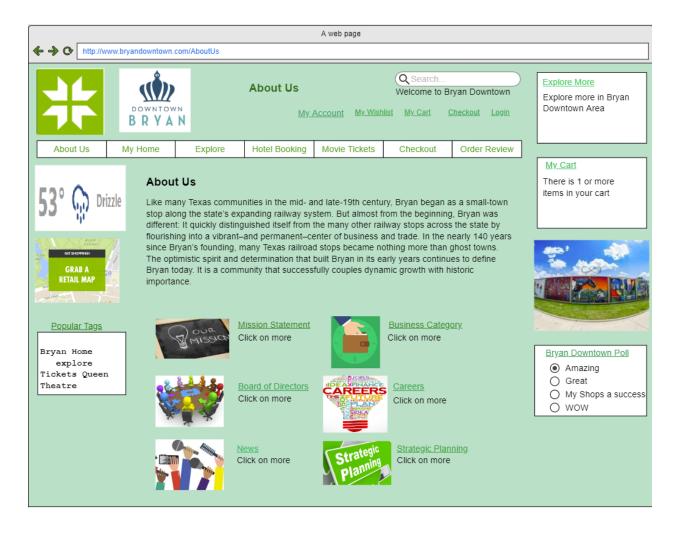


6. Screen Mockup

6.1 About Us:

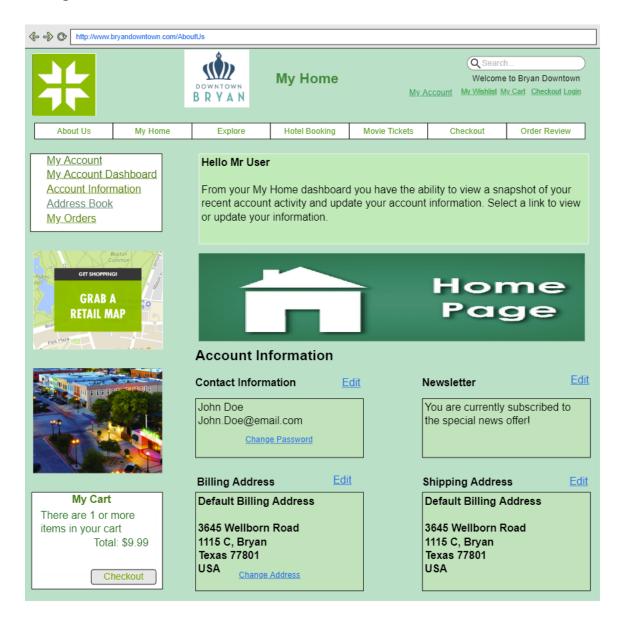
Description: The about us wireframe contains the entire navigation bar for the Bryan downtown website. It contains links to the mission statement, Business category, Board of directors, careers, News, 2019-20 strategic plan of the Bryan downtown associations.

It also contains poll to the Bryan downtown events organized by the Bryan downtown association.

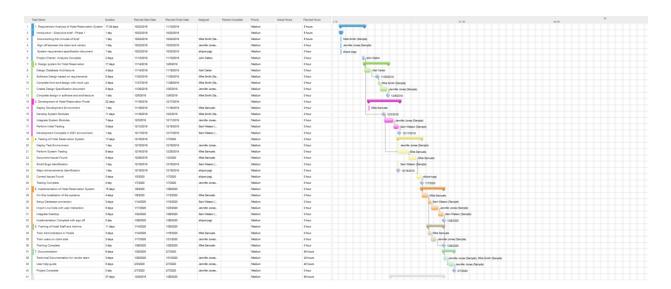


6.2 My Home

Description: This wireframe contains all the details related to the logged in user such as account information which includes contact information, newsletters, address book (shipping and billing address), option to edit or change the address.



7. Project Plan



7.1 Sprint Plan:

Sprint planning is an event in the Scrum framework where the team determines the product backlog items, they will work on during that sprint and discusses their initial plan for completing those product backlog items. In the Bryan Downtown Association project plan, below are the major tasks spread across various sprints.

Sprint 1: Requirement Analysis of Hotel Reservation System

Sprint 2: Design System for Hotel Reservation

Sprint 3: Development of Hotel Reservation Portal

Sprint 4: Testing of Hotel Reservation System

Sprint 5: Implementation of Hotel Reservation System

Sprint 6: Training of Hotel Staffs and Admins

Sprint 7: Documentation C

8 Implementation Plan

8.1 Introduction

8.1.1 Purpose

The Downtown Bryan Association is committed to achieving the district's full potential as a premier and vibrant destination.

The purpose of the project is to launch a website which will have several features such as interactive maps, events information, online ticket booking system for Queen's theatre, online hotel booking system, latest news which in turn can significantly improve the experience of all who live, work, visit, go to school or shop in the Downtown Bryan area by

- Providing supplemental services to keep the streets and sidewalks clean, upgrade the aesthetic appearance of the district, and make people feel welcomed and safe
- Promoting and fostering an energetic and thriving business climate in the area
- Serving as the voice and advocate for the district.

8.2 System Overview

8.2.1 System Description

The system is a complete website which will include online movie ticket booking for Queen's theatre, hotel reservation system in the Bryan area hotels, latest news and events in the Bryan downtown area, and other related information of the Bryan Downtown Association's plan and strategy for the businesses, local person and visitors.

8.2.2 Assumptions and Constraints

Assumptions and Constraints Some of the assumptions made for this project will be that the application will first be designed to be compatible with iPads since there will be more space to customize designs and interact with them in an accessible manner.

This subsection of the Project Implementation Plan describes the assumptions made regarding the development and execution of the website launch project as well as the applicable constraints. Some items considered when identifying the assumptions and constraints are:

- Schedule: The schedule will be discussed in advance with the Downtown Bryan Association leadership well in advance, however slight variations are expected depending upon some unavoidable circumstances.
- Budget: The project's finances are completely dependent based on the funding received from the association.
- Resource availability and skill sets
- Software and other technology to be reused or purchased
- Constraints associated with product interfaces

8.3 Management Overview

8.3.1 Description of Implementation

The deployment for the web application is planned to go live on November 11th, 2019. In the Bryan-College Station area, there is no better place to do business than Downtown. With over 160,000 employees, 8,000 residents, and 13,000 students in downtown Bryan, more than 250,000 pedestrians cross through the District each day. The 4.5 million visitors who walk the Freedom Trail each year come to shop, dine, and learn about our history.

In such a scenario, the website should be able to handle large number of users on a daily basis with round the clock support activities.

The implementation process resembles software development because it involves using a specific syntax for encoding web structures or a programming language in a formal language in computer files. Although there are automated tools to help with the construction of HTML documents, a thorough grounding in HTML enriches the web implementor's expertise.

Key Implementation Practices

- At the outset, create an extendible directory and file structure to manage the web's files and/or software components (CGI or Java programs).
- Use HTML tools where helpful.
- Check the web's implementation in various browsers.
- Use templates or web generating schemes for supporting a consistent look and feel.

8.3.2 Contacts List

The following contacts listed are those to reach out to when in need of understanding the project development, updating user needs, and training. These managers or developers are your first point of contact as they will be leading the project for its entire duration unless noted otherwise.

Role	Name	Contact Number
Project/ Program Manager	Shipra Tyagi	123-457-12XX
Development Lead	John Doe	123-457-12XX
Business Analyst	Carter Dean	123-457-12XX
Product Manager	George W.	123-457-12XX
System Developer I	Gaurav Ahuja	123-457-12XX
System Developer II	David	123-457-12XX
Test Lead	Vladimir	123-457-12XX
Test Engineer	Tine Parker	123-457-12XX

8.4 Major Rollout Tasks and Schedule

We plan on doing a parallel execution when installing the new system. This way all the information can slowly be recorded into the new system while still being able to maintain and add new information for the original system. The Data migration process should take anywhere from 1-2 weeks to fully transfer over all the data and have the new system fully installed and reliable.

8.4.1 Implementation Schedule

The following Project Plan Schedule – Gantt Chart provides the tasks to be accomplish during the project life. Tasks, resources, start date, end date, and constraint columns are provided. The Gantt chart visually explains the schedule of these tasks. You will notice task names to the side of the horizontal bars. These names represent the specific tasks that will be occur at the respective date(s).

Please be advised that this schedule is and resources are subject to change.

There are numerous steps in the web site design and development process. From gathering initial information, to the creation of your web site, and finally to maintenance to keep your web site up to date and current.

The exact process will vary slightly from designer to designer, but the basics are the same.

- 1. Information Gathering
- 2. Planning
- 3. Design
- 4. Development
- 5. Testing and Delivery
- 6. Maintenance

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| Market | M
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8.5Training

Training for the application for administrators and users will occur concurrently and last for approximately 10 days. Since the application will be dedicated towards sharing specific information about a manufacturing business, it will be best to use a 'dedicated training staff' method for administrators and a 'train the trainer' method for end users. App designers or system developers will train administrators as well as the trainer for end users. This training will consist of teaching the administrators the basic overall functioning purpose of the app, different and various features available for users and customers, how to modify information shared to public/internal users, authentication, and authorization; maintaining overall daily operations, and how to fix or patch errors or system malfunctions. The app designers will train the trainer that will in turn, train the end users. Training will consist of learning the different features available to customer, how to operate on a daily basis, what certain information means, and what steps to take in the occurrence of an error or system malfunction.

- Training Plan Topics:
- Find out whether the organization has an existing policy on Web site design and technologies.

 In large organizations, note whether some department is already developing a general policy for Web site management, and if so what their timeline is.

Establish an organizational policy on Web accessibility.

- Address issues such as conformance level, scope of site, use of proprietary formats, milestones, etc.
- The organizational policy should reflect at least the minimum accessibility requirements mandated by relevant government policies or industry associations, but preferably the internationally recognized Web Content Accessibility Guidelines from the World Wide Web Consortium.
- For organizations that have a general Web site policy, integrate an accessibility section into the existing policy.
- Both a concise high-level statement of commitment, plus a comprehensive implementation-oriented statement, may be useful, particularly in large organizations.

Develop initial and ongoing promotion plans to increase awareness of the organization's policy, internally and externally.

 Plan for ongoing internal promotion of Web accessibility as staff and responsibilities change over time.

Announce the new organizational policy.

- Distribute materials about the new policy, including briefings, press releases, and in-house papers.
- Organize promotional events around the new accessibility policy, such as an accessibility promotion day.
- o Large organizations may need to provide executive briefings.
- ♣ Mode of Training: Part of training will be in on-line mode through virtual webinar sessions, and the remaining part will be in in-person classroom sessions.

8.6 Pilot

Simply put, a pilot is a trial run, a small-scale version of your larger project. A program pilot is an important step that can help you catch potential problems and prevent them from escalating as well as accomplish several goals before full implementation occurs. This tip sheet explores the advantages of pilot

testing, explains how to prepare for pilot testing your program and provides general tips to consider when setting up your pilot test.

- A pilot test will help confirm if you are ready for full-scale implementation. A pilot test can serve as a trial run for your program and can help determine if any adjustments to your implementation plan or adaptations to the program are necessary. It can also reveal unforeseen challenges that might arise during implementation (i.e., issues with the setting and logistics, particular lessons or activities for which more staff training or attention may be necessary, etc.) and ensures that your staff are well prepared to handle issues that come up during the full-scale implementation.
- Pilot testing is an opportunity to gauge your target population's reaction to the program. It is best to select a pilot group that is demographically similar to your program's specific target population, also called the intervention group. The feedback from these youth can offer a glimpse into how the intervention group may respond to the curriculum. Most importantly, it can help confirm whether or not your program is a good fit for your population and whether minor adaptations to the program are appropriate and/or necessary.
- Pilot testing can help you make better decisions about how to allocate time and resources. Pilot testing your program can help you determine if you need to spend more time or resources on particular aspects of the program. For example, you might learn that changes to your recruitment strategy are necessary or that you need to allocate more time for completing the evaluation activities than you had originally anticipated.
- Pilot testing can help ensure that you are well prepared to measure the success of your program. A pilot test can highlight any adjustments to your evaluation plan that might be necessary to ensure that you are measuring the desired outcomes in the best way possible. The pilot test will be an opportunity to test your evaluation instruments as well. The pilot test will give the evaluation team and the implementation team a chance to work together before full implementation and troubleshoot any logistical issues that might arise with the distribution and collection of the evaluation data.

Pilot User Selection

- Engaged a working group of community partners who are invested in your project and will meet regularly to discuss your progress, will provide input on the activities, and will champion your program in the community. This might include school personnel, staff from communitybased organizations, faith leaders, parents, and youth themselves.
- Assessed your community's needs and assets (who are they, how do they behave, what other positive influences and negative influences might exist in their environment/community? What services or programs currently exist, and what gaps are there in the current services or programs?).
- Identified the core components and activities of your program and hired and trained staff with the skills to carry out those components.
- Chosen an evidence-based program that meets the needs and assets of your community.
- Developed a work plan and timeline to guide program implementation and to ensure that all tasks are completed as scheduled to successfully run the program.
- Selected a pilot test group, which may be at one of the sites where you have arranged to implement the full program or with a community partner organization with whom you have an existing Memorandum of Understanding (MOU). If the pilot test is not at one of the sites where you will be implementing the full program, consider finding a site and a group of youth as similar as possible to the intervention group. You should have also considered how you will recruit and retain the youth for the duration of the program at the chosen site.
- Developed an evaluation plan and evaluation instruments/tools to capture the necessary information about changes in attitudes, knowledge, and behavior of the pilot group.

Length of time and Progress Evaluation

While every program is different, here are a few tips to ensure that your pilot test is

Successful:

 Have a system in place to monitor and capture information about how well the program is working. Since your pilot test is the best opportunity to learn what goes well and what doesn't before full-scale implementation, it's important to have a plan for soliciting feedback, tracking the activities and outcomes and recording any adjustments you make – or need to make – to the curriculum to get the desired results. For example, you may want to set up reflection time for facilitators after each session during the pilot test to give staff a chance to complete process evaluation forms that have been developed. These process evaluation forms will help to monitor fidelity/adaptations and will give facilitators a systematic way to report any issues that come up during each session (difficult questions, things that needed further explanation with the youth, what facilitators felt well prepared to address, issues with the setting and logistics, etc.). If you are not planning to develop process evaluation forms for the full-scale implementation and the developer does not include them in the curriculum, you might want to create simple forms for the pilot test to help record this feedback. You might also consider regularly soliciting brief feedback from the participants themselves to learn if facilitators might need more training on specific lessons or topics. It is critical that facilitators understand the importance of data collection and evaluation for this project and are welltrained to ensure that the relevant tasks are completed.

o Implement according to your plan, and then adjust as necessary... Once you have piloted the program as it is written, things may come to light about implementation you may not have considered. Think about creative ways to address issues that need more attention before full-scale implementation. But don't succumb to the temptation. The pilot

test will raise issues that may make it tempting to overhaul your plans, but remember these findings are preliminary. Make moderate adjustments as necessary, but resist the urge to make sweeping predictions or assumptions about the full-scale implementation based on these early findings. If you have chosen your program based on a recent assessment of the youth you plan to serve and of the needs and resources in the community, it is unlikely that a complete overhaul is necessary.

• Share the good news and involve the team members. Though the results from your pilot test are not the same as evidence from a largescale evaluation, it can provide you with some early information about positive effects that your program has on youth that can be shared with those in the community who are interested in your program, such as funders and policymakers. Do the youth enjoy the program? Do they report an increase in knowledge and positive attitudes about preventing teen pregnancy? Spread the information about your program being well-received with the caveat that the pilot test results are preliminary findings. For example, you might be able to say "early indications are that the program appears to help young people," based on the pilot test results, but probably could not say "we have evidence the program is reducing teen pregnancy." The pilot test is also a good opportunity to begin building community awareness and strengthening key partnerships, which will be important and helpful for a successful fullscale implementation as well as with sustainability of the project. You might consider inviting members of the community to a gathering to celebrate the kickoff of your project once you have compiled the results.

8.7 User Documentation:

As the name suggests, user documentation is created for product users. However, their categories may also differ. So, you should structure user documentation according to the different user tasks and different levels of

their experience. Generally, user documentation is aimed at two large categories:

- end-users
- system administrators

The documentation created for **end-users** should explain in the shortest way possible how the software can help solve their problems. Some parts of user documentation, such as tutorials and onboarding, in many large customerbased products are replaced with onboarding training. Nevertheless, there are still complex systems remaining that require documented user guides.

Topics to be included are:

- FAQs: This section will contain the most frequently asked questions
- **Video tutorials**: This section will show various functionalities in a video with virtual website users.
- **Embedded assistance:** Assistance for all the differently abled users of the website.
- **Support Portals:** Information about the various portal available to log the request.
- **System Requirements:** Preliminary system requirements for the website to run successfully.
- Admin Roles and Responsibilities: To identify admin roles and responsibilities for the successful run of the website.
- Permissions Management
- Content Approval workflow
- Search Features
- Technical Assistance Level 1

8.8 Transition to long term support

A project transition plan is a document that layout the task and activities to be performed to efficiently transition the project from the implementation phase to the maintenance phase. The transition plan identifies the team responsible for a successful transition, the tools, techniques, and methodologies required. It also includes contingency planning and risk mitigation. An impact statement is formulated in the plan that outlines the potential impact of the transition to the existing infrastructure, operations and support team, and to the users.

For the maintenance of your application, you may go for a new vendor for the maintenance activities. The transition plan comes handy in the situation such as these.

Transition plan-Knowledge transfer

The effective knowledge transfer is critical for the smooth transition from implementation to maintenance. The knowledge transfer will incorporate the following sources of information:

Project specifications

There should be documentation of all the project requirements. The document should include latest version of the specification as it will help the team responsible for maintenance to get all the background information about the project. This will also be helpful in case you decide to go for a different vendor for maintenance of your project.

Code documentation

A well-documented code not only speeds up the transition process but also makes the new team comfortable with your project.

Assets transfer

This will include any mockups, design files or other assets that will facilitate a smooth transfer.

Development credentials

You will need to hand over the tools and their credentials of the project repository to the team responsible for maintenance. You may need to create new accounts and deactivate the old ones.

Deployment procedures

Deploying the updates to the live application is not a good strategy. The maintenance team should be well aware of the specifics of the deployment process.

Any other technical information

Any other technical information relevant to the project should be available for the maintenance team.

8.9 Long term support plan

Following steps are involved in transitioning from implementation to maintenance:

Identify resources for the maintenance

You need to first identify the resources responsible for the maintenance of the application. Depending on the amount of work, you can decide to have dedicated or shared resources.

Establish a maintenance status meeting with business partners and IT stakeholders

The focus of the maintenance status meeting is to focus on the results of the maintenance activities delivered for the business. The business and IT management team will review the performance of the application as per specification.

Establish production issues and incidents meeting with product owners & the technical team

In this separate meeting, the issues and bugs that need immediate action are discussed. The bugs and issues are selected as per the maintenance team's goals and objectives.

Establish a change control board

The change control board will establish a method to request changes to the application without deterring the maintenance team from their intended goals. The maintenance team is looped in to ensure there are no impacts or conflicts.

Communicate the governance model

The maintenance governance model is communicated and reviewed by the business and IT stakeholders. A solution is presented on how issues, changes, and maintenance status will be reviewed.

Provide knowledge transfer between project team and maintenance team

The most important part is knowledge transfer between project team and maintenance team. In certain cases, project team members will be part of the maintenance team. There may be instances when a new team is set up for maintenance. The transition documents help to bridge the knowledge gap between development and maintenance. The transition documents include batch schedules, help desk coordination, escalation contacts, known problems and solutions, and disaster recovery procedures.

9 Contact

The following contacts listed are those to reach out to when in need of understanding the project development, updating user needs, and training. These managers or developers are your first point of contact as they will be leading the project for its entire duration unless noted otherwise.

Role	Name	Contact Number
Project/ Program Manager	Shipra Tyagi	123-457-12XX
Development Lead	John Doe	123-457-12XX
Business Analyst	Carter Dean	123-457-12XX
Product Manager	George W.	123-457-12XX
System Developer I	Gaurav Ahuja	123-457-12XX
System Developer II	David	123-457-12XX
Test Lead	Vladimir	123-457-12XX
Test Engineer	Tine Parker	123-457-12XX

10 Appendix

- Useful Tools:
 - Lucid Chart
 - Balasmiq
 - Boston Downtown website