# **Cover Page**

**Final Capstone Deliverable**

IS 436

Dr. Carlton Crabtree

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***Inspire Nail Bar Reward System***

**Team 2**  
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# **Executive Summary: Inspire Nail Bar**

Through directly partnering with Inspire Nail Bar, we were able to assist in implementing a Customer Sign-In Reward System. The opportunity, recommendation, timeline, costs/future revenue, and conclusion are presented below in this report. Additionally, the business problem we are currently facing is that there is not an advanced reward sign in system in place when customers come in.

## **Section 1: Opportunity**

With the inclusion of an advanced reward sign in system, customers will feel more inclined to engage in business with Inspire Nail Bar, as this will be an added incentive for them. As the quantity of customers increases, it is imperative to reward frequent and loyal customers who routinely visit the bar for service. In the last five years, Inspire Nail Bar has experienced successful growth with many newcomers as well as returning clientele. This establishment has reached its peak point prior to COVID-19, however there is still room for improvement in providing the utmost customer-satisfaction. Without a reward system or incentive, customers will eventually grow less induced in continuing their business with this organization, and in return will not allow Inspire Nail Bar to fully prosper.

## **Section 2: Recommendation**

Using the sign-in reward system at the Nail bar, customers will receive points after they sign in at the kiosk. The more times the client signs into the store, the more reward points they will obtain respectively. For example, 1 point = 1 sign in. 1 point equates to $1. 50 points = 50 sign-ins. 50 points equates to $50. Here are additional features of our system:

· System will be accessible for customers to check/maintain their points in the store.

· System will be accessible for owners and managers for auditing purposes in a situation where a manual entry is needed to review or add/delete points.

## **Section 3: Timeline, Costs & Future Revenue**

This sign-in reward system project will take approximately three months to complete and the Nail Bar plans to invest $1,000. After implementation, our goal is to increase revenue by 3%-5% annually.

Conservative estimates of tangible value to the business:

·         $3,000 in revenue for the 1st year.

·         $5,000 in revenue for the 2nd year.

·         $7,000 in revenue for the 3rd year.

## **Section 4: Conclusion**

Each deliverable serves a critical purpose for the steps leading up to the final project. With all the combined documents, the Nail Bar Reward System will be initiated for utilization and allow for our site’s contact to successfully achieve the end goal. To quickly recap, the first deliverable explains the initial Systems Request. In this document, we have described the business reason for building such a system (Reward System), and the value it is expected to provide. In the next deliverable, also known as “Requirements Definition”, provides the formal requirements and specifications, as well as the use cases that portrays a list of actions or steps, we will potentially take to achieve our end-goal. In the third deliverable, which expresses the “Process Modeling Document”, explains how these use cases will be developed and goes further into the requirements analysis, and ultimately develop what are known as Data Flow Diagrams (DFDs). These diagrams will be a method of representing how customer data is flowed through the reward system. After establishing a data model from the previous step, we proceed to the fourth deliverable, “Data Modeling”. This will include the architectural design of our reward system we intend to set in place. Our final step is purposed to describe the User Interface, Physical Process & Data models for the entirety of the project. Regardless of the importance of the final phase, each step plays a crucial role in the development and completion of the final product.

# **Deliverable 1: System Request**

## **Section 1: Contact Site Information**

**Name**: Aaron Tran  
**Organization**: Inspire Nail Bar  
**Position**: Owner/Manager

## **Section 2: Team Bios**

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## **Section 3: Problem Summary**

Inspire Nail Bar does not have an advanced reward sign in system when customers come in. As the number of customers grows, it is difficult to reward long-term loyal customers who religiously come to the store bar. In the last five years, Inspire Nail Bar has grown with many new and returning customers. It has reached its peak point (prior to covid19). Although our customers are satisfied, we have not reached our maximum capacity of providing the most satisfaction. Additionally, with the global problem that we are facing, it is hard to bring in new and returning customers. Another problem is the reward system is that not making a reward system will not show that long-term customers are truly a part of the store. Not having one means they are just another customer, and that does not help the improvement and enhancement of the place.

## **Section 4: Business Need**

This project has been initiated to improve customer’s retention. The improvement is an essential element to the business model since retention is one of the key areas of a thriving business.

## **Section 5: Business Requirements**

Using the sign-in system for our Nail bar, customers will be able to automatically sign in and receive points when they sign into the store. The more times the client signs into the store, the more points (rewards) they will obtain. For example, 1 point = 1 sign in. 1 point equates to $1. 50 points = 50 sign-ins. 50 points equates to $50.

## **Section 6: Project Assumptions**

- All staff and employees will be notified accordingly regarding the new reward system.

- Monetary resources are available for the implementation of this reward system.

- Monetary resources are available for the purchase of hardware/software of this reward system.

- Owner and Manager of the store will provide essential support for the successful completion of this system.

- Project will have executive-level support for this system.

- The sign in to be system will be a smart device that is terminal at every store.

- Current system has no reward program.

- Current system is totally paper based and customers need to sign in physically in store.

- Customers will be able to sign in from the be with the to be system.

## **Section 7: Business Value**

The customer reward system project’s benefits Inspire Nail Bar through increasing customer loyalty and satisfaction. Earning points for every visit and receiving a gift card on their birthday can increase customers’ satisfaction with Inspire Nail Bar. This system provides Inspire Nail Bar the opportunity to reward and show appreciation to long time customers, while giving incentive for new customers to choose Inspire Nail Bar over other nail salons. Through this customer rewards system the customer can receive benefits from visiting Inspire Nail Bar, while Inspire Nail Bar can also benefit from more customer retention. With more customers, the overall revenue shall increase; the goal is to increase revenue by 3%-5% annually. Conservative estimates of tangible value to the business:

· $3,000 in revenue for the first year

· $5,000 in revenue for the second year

· $7,000 in revenue for the 3rd year.

## **Section 8: Project Recommendation**

Various options were utilized to determine the best method to leverage the store in order to improve the business process for Inspire Nail Bar. The approach described allows our team to meet with our project objectives of continuously increasing revenue/capitalizing on a new format to acquire additional capital. A recommended WPS Project (Work-Breakdown Structure in project management that is used to breakdown project into smaller chunks.) will ensure that the reward system will be implemented in a timely manner in order to successfully complete the implementation of this system. Using the sign-in reward system at the Nail bar, customers will be able to receive points after they sign in in the store. They will use the front desk iPad to input their information such as first name, last name, and phone number. Here are additional features of our system:

· System will be accessible for customers to check/maintain their points in the store.

· System will be accessible for owners and managers for auditing purposes in a situation where a manual entry is needed to review or add/delete points.

## **Section 9: Constraints**

Covid19 may limit the business from operating on a normal level. Limited customers result in less revenue for the year of 2020-2021.

# **Deliverable 2: System’s Requirements and Use Cases**

## **Section 1.0: System Requirements**

This section contains the systems’ requirements including, functional and non-functional requirements. Requirements define and describe a project’s scope, or in this case, the scope of the nail bar rewards system. Functional requirements are the requirements that detail the basic behavior of the system itself. Essentially, the dos and don’ts of the system, including the system’s calculations, inputs, processes, etc. Non-functional requirements define the attributes of the system that act as constraints or restrictions.

The functional requirements are separated into two types, process-oriented and information-oriented requirements. Process-oriented requirements pertain to the system’s actions, and information-oriented requirements pertain to the information the system will store. The non-functional requirements are separated into four categories, operational, performance, security, and cultural and political. 

### **1.1 Functional Requirements:**

***Process-oriented:***

1. **Establish rewards account.**
   1. Rewards account is a separate account from the customer’s main account. However, they are connected to avoid multiple rewards accounts per customer.
   2. Customers are not required to have a rewards account in order to receive service from the nail bar.
   3. Customers will need a main account in order to have a rewards account.
   4. Customers shall provide information (name, email, phone number and birthday) to create a rewards account to accumulate points and receive a surprise birthday email containing a code, valid for 30days, upon sending for an all-expense paid trip visit at the nail salon, courtesy of the nail bar.
   5. An account shall be created for each user in order to track points, birthdays and to fund the account with points.
   6. An account shall be created for each user to track points, birthdays, and point balance to fund the account.
   7. Points are stored as credits which are applied to fund a customer rewards account for a specific service they so choose.
   8. With a rewards account, the system shall have a gifting function that will give customers discounts on their birthday. The system shall send a discount for points.
   9. The system shall send out reminders about appointments as well.
   10. The system shall send out reminders about any upcoming appointments as well.
   11. When a customer successfully creates an account, only the current visit will be credited to points. Any visits prior to the making of the account that will be void.
2. **Display reward points balance.**
   1. The customer shall login into their account for each visit in order to both check in and allow the owner to add points for that visit to the customer’s account.
   2. Every visit shall reward 1 point per customer account and the customer’s account shall be credited funds such 1 point = $1.50.
   3. The system is terminal based; customers can only access it through a tablet device located at the store.
   4. If the customer has no rewards account, each successful visit will prompt them with the option to create one.
   5. The owner can analyze details (login information, nature of appointment, etc.) when the customer logins and can credit the customer post visit. The owner is the ONLY individual who can actively access this information.
3. **Disburse Customer Points.**
   1. The system will create a code (a random name with $10 allocated) when the customer’s birthday matches the current date.
   2. Only customers with rewards accounts will receive a birthday gift card from the system.
   3. The system shall allow customers to request a virtual gift card. The customer can decide the amount the virtual gift card can hold.
   4. Virtual gift cards created by customers can only be created in store.
   5. The system shall send an email to the customer. The email will contain a congratulatory message (birthday message from the system itself, customized message and gift card from another user) and the promotional code. Once the funds are paid for and allocated, the customer will need to enter an email address for instructions on how to claim the reward.
   6. The customer can redeem the promo code in store when they login.
   7. When the customer logs in, the customer will be prompted the option to enter the promo code.
   8. Once the code is redeemed, the system shall add points to the account. The customer can use those points for a reduced cost or a free visit at check out.
   9. If the customer does not have a rewards account, and has a gift card to redeem, that customer can redeem the promo code they have when they are checking out by providing the cashier with the code. They will be prompted at this point to open an optional rewards account if they so choose.
   10. Promo codes have a promotional period of 1 year, meaning the customer has to redeem codes within a year once the code is sent. After which, the code will become void.
   11. Virtual gift cards that are requested and funded by a customer, will never expire.
   12. The code can only be redeemed once. After the customer redeems the code, it will become null and void.
4. **Deleting rewards account.**
   1. If a customer wishes to delete their rewards account, they can do so via email or in store.
   2. After every visit, the customer will be sent an email asking for a review of their visit. Each review email will have a link that allows the customer to unsubscribe or delete their rewards account.
   3. Deleting a rewards account will NOT result in the deletion of the main account**.**
   4. Customers may also opt to terminate their rewards account in store, via an option when logging into their account or asking an employee.
   5. Once an account is deleted, all points will be removed and will not be usable.
   6. Customers will be informed of the consequences of account termination.
   7. Customers may also delete their rewards account by texting or calling a store, requesting for termination of the rewards account to any employee or the owner.
   8. While in the process of deleting a customer’s account, employees may perform the process of termination with similar access level to customers. They will not have access to the customer’s information.
   9. All changes are permanent, once deleted, the customer will need to open a new rewards account.
5. **Updating customers.**
   1. Customers will be sent a review email after every visit. These emails will contain the following information: Virtual store business card (name of the card, address and number), summary of the services purchased, receipt of services, technician information, the option to review the visit, option to review the technician and the option to unsubscribe (deleting the customer’s rewards account).
   2. Customers will be reminded of an appointment booking two weeks, two days before and the day of the appointment.
   3. Customers who have not returned for a prolonged period of time will be sent two reminder emails. 45 days after the initial, then 6 months after the initial visit. These emails will contain a $5-15 gift card (promo code) attached or a service that would be either free of charge or discounted (the site contact was unsure of which to offer).
   4. If a customer does not respond after 6 months or return, their information will be deleted. This deletion will also affect the main account of customers.
   5. Customers will receive a birthday congratulatory message and a gift card. This is for only active rewards accounts.
   6. If and when a customer deletes their rewards account, they will receive a confirmation email of termination of rewards account.
6. **Reporting.**
   1. Every month, the owner will receive a report summary of the reward points that have been disbursed and the financial credit caused by it. Depending on how much the free service costs proportional to how many customers have been gained, the contact site will be given this analysis in order to adjust services and rewards accordingly. This is so to maximize the best potential balance between rewards, customer retention and attraction and profit.
   2. Every month, there will be a report of account creation. New customer reward accounts will be highlighted in green, lost accounts (accounts that were deleted) will be highlighted in red. An analysis of how many new customers gained will be attached in order to analyze and understand what services work best to attract the most.
   3. The owner and Managers can directly view the reports privately on their own server/personal device to determine metrics and performance of the salon.
   4. Customers will have access to their history such as total redeemed points, date redeemed, and appointments made at the nail bar. However, this will be either in store, or in the form of an email upon request.

***Information-oriented:***

1. **The customer information that is stored per rewards account.**
   1. Cell phone number.
   2. First Name.
   3. Email.
   4. Birthday (month and day, MM/DD).
   5. When entering a customer’s birthday, the year is not necessary as only the month and day is required to send the birthday virtual gift card (promo code).
   6. Also, as the rewards account is connected to the main account, the year and the last name is not necessary for the rewards account. The main account will have more information that is also separate and not required for the rewards system.
   7. The site contact was very adamant on the above details being the only information that would be collected for the rewards account.

### **1.2 Non-Functional Requirements:**

1. **Operational.**
   1. The system is designed for the owner to provide rewards and convenience for the customers. Other forms of tracking (inventory, history charges, etc.) are available on the main accounts, which aside from including certain information for update requests from customers, is beyond the scope of this system.
   2. The system shall run on terminal tablet devices.
   3. The tablet devices will be iPad minis, running on IOS 14.1 (there will be multiple devices).
   4. The screens will be locked so as to avoid the possibility of customers moving beyond the CRM (customer relationship management) application. A CRM application allows businesses to manage business relationships and the data and information associated with them.
   5. Epos, very suitable CRM software for small to mid-sized business, will be installed and used.
   6. Per device may perform as many as customers as needed per day.
   7. Multiple devices will allow for less wait time to sign in.
2. **Performance.**
   1. All gathered information (name is paper based, a tech-based system (a terminal web application, typically an iPad being the device) will help.
   2. No awards system is available, the tech-based customer reward system shall make it easier to track customers points, reducing confusion and increasing satisfaction.
   3. A minimum of two minutes will be required for a customer to log-in and sign-up in the rewards account.
   4. Select employees will be given the tablets in each of the stores, so that customers can be attended sooner, instead of waiting for long in the waiting room.
3. **Security.**
   1. The system information shall be accessed only in store (terminal device, such as an iPad).
   2. Customers shall only access accounts and funding information in store on the device. The site contact specifically requested this feature, to ensure customer security.
   3. The customer is required to enter their name (first and last) and phone number to access the reward systems account.
   4. The system shall automatically log-out once the customer redeems their points.
   5. The system shall automatically log-out if it detects inactivity for longer than one minute.
   6. Only the store owner will have access to customer rewards account information. Employees only have similar access to accounts as the customers do in order to help customers guide through logging in.
4. **Cultural or Political.**
   1. Employees will wipe down and sanitize devices after each use by a customer.
   2. When the customer enters, they will check-in with a salon employee; after checking-in the employee shall hand the customer the iPad to log-in or sign-up for the rewards system.
   3. The customer account and rewards account are separated, so that the customers can choose whether to create and use the rewards account or remain using their main accounts.
   4. The system shall be used in order to achieve the maximum possible customer retention.
   5. The system shall be used in order to increase the customer population pool further.

## **Section 2.0: *Interviews***

This section contains an interview table, questions, and notes from interviews with the owner of Inspire Nail Bar. The interview questions are related to the type of system the interviewee wishes to implement in a customer reward system. The notes are based on our team’s analysis of the interviewee’s answers to the interview questions.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Interviewee** | **Interviewee Position** | **Purpose** | **Location** | **Meeting** | **Interviewer** |
| Aaron Tran | Owner | Discuss to-be system | WebEx | Fri., September 25, 8:00-8:45 p.m. | Sadia Rahman |
| Aaron Tran | Owner | Ask follow-up questions | WebEx | Friday October 10,  8:00-8:30 p.m. | Sadia Rahman |

### **2.1 Interview 1:**

### **2.1.1 *Interview Questions/Answers:***

1. **Do they already have a system installed or is this kind of system being added on to it in terms of reward points? (Closed)** *(current system)*

* There is currently no rewards system available.
* A new and complete system would be introduced, not added to anything.

1. **What do you want the system to do exactly? (Open)** *(requested system)*

* The system shall draw in old and new customers and offer rewards.
* The system shall log the customer's name and birthday (month and date).
* The system shall have a gifting function that will give customers discounts on their birthday.
* The system shall send a discount for points.
* The system shall send customers who have not been in quite a while (3 weeks+) reminders about their points.
* The system shall send out reminders about appointments as well.
* The system shall only be in-store, it shall not be accessible from the outside for security and charity purposes.

1. **What are your businesses priorities: Financial? Competitive advantage? Loyalty? Customer retention? (Open)** *(requested system)*

* The company desires a system that shall minimize paper records. Appointment records, however, must stay in paper form for operation’s sake.
* The company desires a system that shall help long-term customer retention.
* The company desires a system that shall draw in new customers.
* The company desires a system that shall increase returning customers.

1. **Is there a specific rewards system you’d like? (if not, would they care what kind is implemented?) (Open)** *(requested system)*

* The system shall have a Stamp/Point Card system where 10 visits will net a free extra visit.
* The system shall equate visits to points where 1 point = $1.50. Points shall be redeemable at $30+.
* The system shall have a Non-Keep able Gift Card System.
* The system shall give out stamps/points after the service is performed.

1. **What kind information would they want a new system to hold? (Open)** *(requested system)*

* The system shall have users sign up and store login information for every account made. Information to be stored includes:
  + First Name
  + Cell Phone #
  + Date (MM/DD)
  + E-Mail

1. **Physically swipe a card? Or log in online/through an app? (Probing)***(requested system)*

* Customers shall log into their account when coming in for a visit (to log points).
* Customers who have not signed up shall be able to sign up with their information.
* Customers shall not be allowed to sign up/log in externally.
* Customers shall be able to scan cards/codes for gift cards.

1. **What are some advantages of your current system? What are disadvantages? (Open)** *(current system)*

* Advantages:
  + - Suitable for a small database and a small number of loyal customers.
    - Simple layout.
    - Non accessible from outside sources, nor is information penetrable.
* Disadvantages:
  + - Not efficient for a larger customer base.
    - Not sustainable.
    - Limited scope for reward system, as in not many features can be provided.

1. **How long do you want the system to hold data? (Closed)***(requested system)*

* The company desires a system that shall hold data forever.
* The company’s current system only holds customer information for a year.

1. **On mobile device or web browser? (Closed)** *(requested system)*

* The company desires a system that shall be hosted on a terminal mobile device. A tablet was brought up as a possibility.

1. **If terminal, would it be present only in the physical store, or available remotely? (Closed)***(requested system)*

* The company desires that the terminal device only be in the physical store.
* The company desires there be no access available remotely.

1. **Where are you storing the database of customers? (Closed)** *(current system)*

* The company’s current database for customer information is paper based.
* Customer information is stored for up to a year. After a year it is cleared and restarted.

### **2.1.2 *Interview 1 Conclusions:***

The current system seems to be primarily physical and paper based. Many records of customer information are stored in a journal which seems to be changed yearly. The system of rewarding customers seems also to be physical through the use of stamp cards and the sort. The current system seems to have very few technology-based parts and leaves a lot of room for innovation. The to-be system shall implement many of the paper-based functions of the current system and shall streamline the record-keeping and stamping processes. The to-be system shall also implement a reward system in which customers are rewarded based on frequency of visit, reward customers on their birthday, and shall work in conjunction with the other two systems. The system shall be terminal and solely accessible in store for security and clarity purposes and shall store records forever if feasible.

There is no current system for storing customer accounts and giving out customer rewards. The current method of giving customer rewards is a stamp system. The to-be system should hold customer accounts, give customers reward points (1 point for every dollar spent), and send birthday rewards to the customers’ emails.

### **2.2 Interview 2:**

### **2.2.1 *Interview Questions/Answers:***

1. **Types of data that are being stored?  (Closed)** *(current system)*

* They store just:
  + Name (First, Last).
  + Email address.
  + Phone number.
* This is all paper based, as mentioned before.

1. **How do/will customers interact with the data? (Open)** *(requested system)*

* Customers cannot access their accounts remotely, only in store.
* They can check their information when they check in.
* Customers are sent a survey two hours after a visit to review their visit and their technician. The survey is composed of the following choices: satisfied, satisfied, or unsatisfied experiences. This will be used to help improve their future visit.

1. **Who has access to the system information? (Closed)** *(current system/requested system)*

* Future and current systems will and are only accessible by the owner.
* The data is only managed by the owner.
* There will be two terminal devices: one for the customers to sign in, and the other for the owner/manager to organize the data/oversee and improve the customer’s account.

1. **What happens to accounts that no longer are active? (Open)** *(current system/requested system)*

* Customers are sent a maximum of two reminders after 45 days (the second one sent 15 days later).
* If no responses are received after the two reminders, that user’s information is deleted from the system.
* Each response sent has a $5-10 gift card attached to them.

1. **Process of deleting account? (Open)** *(current system/requested system)*

* The customer is emailed a survey and given the option to unsubscribe at the bottom of the page.
* Customers can also send a text requesting a deletion of their account.

### **2.2.2 *Interview 2 Conclusions:***

This interview gave insight into the management end of the current system and for a tech system. The owner has attempted to create a reward system with the paper-based system that currently exists. However, due to the massive nature of the system, it proved impossible to continue it. The current system is solely managed by the manager (also owner) and no one else and he said that a tech-based reward system would also be managed just by him. We discovered that the owner would have two terminal devices, one in the front of the store for customers to create accounts, sign in, etc and the other one at the back for the owner to organize and manage the data. We also covered the scenario of inactive users or users that would want to delete their accounts. Again, the feasibility of doing this via paper based is extremely difficult to implement, and from what we have gained, our best approach is to tailor our ongoing project to how our site contact imagines it to look like.

## **Section 3.0: Current System Artifacts**

This section contains the current system artifacts. Though there is no specific system for customer rewards in Inspire Nail Bar, a store business card and gift card are used to give customers rewards. The images shown below are the current business card, front (Figure 1.1) and back (Figure 1.2),the current gift card, the front (Figure 2.1) and back (Figure 2.2) and finally a mockup of the stamp card, front (Figure 3.1) and back (Figure 3.2).

### **3.1 Store Business Card.**

Timeline

Description automatically generated

**Figure 1: Store business car; front and back.**

For figures 1.1 and 1.2, the artifact is the store business card. The business card has the nail bar logo on the front. When we turn it back, we are provided with the phone number, address, website, and hours of operation of the nail bar.

### **3.2 Gift Card.**

Graphical user interface, website

Description automatically generated

**Figure 2: Store gift card; front and back.**

For Figures 2.1 and 2.2, the artifact is a physical gift card the store used to provide for their customers. The gift card was used to redeem points, when customers walk in and scan their barcode, they earn points into their card. Ultimately, they can redeem it for any discount services or products they like. The barcodes were generated fairly easily (typically retail stores use a code 128 barcode, enter their promo code that will be generated as a barcode on any online barcode generator to condense the code).

### **3.3 Stamp Card (mockup).**

Timeline

Description automatically generated

**Figure 3: Mockup for old stamp card; front.**

Diagram, bubble chart

Description automatically generated

**Figure 4: Mockup for old stamp card; back.**

For figures 3.1 and 3.2, the artifact is the mockup of the stamp card the store would distribute. Unfortunately, the contact site no longer holds these cards and the only ones that are still in use are the ones the customers currently hold. The card has the nail bar name on the front and 10 stamps on the back. Information about store locations are provided on both sides. Each stamp earns a point for the customer. For example, 2 stamps out of 10 stamps equates to 2 points. the customer now has two points.

In the to-be system, we plan to incorporate both the stamp and gift card as part of our design. The visuals of the cards themselves remind the user of pleasant and relaxing feelings associated with the business itself. This creates an emotional connection to the establishment and increases the chances of returning customers. Furthermore, the gift card also contains the key information of *Inspire* including the business hours, phone number, and address, which is also helpful for customers who want to book appointments. However, there is an error in business hours. In Figure 2.2 you can see that the Sunday time slot is listed as 10:00pm - 4:00pm rather than 10:00am. This has likely caused confusion for certain customers. Going forward, our to-be system will fix this issue on the artifact and guarantee future business productions are also edited properly.

## **Section 4.0: *Use Cases***

This section contains four use-case analyses based on the functional requirements from the systems’ requirements section. The use-cases contain information including the name, ID, and conditions of each case. The use-cases are:

* 1. Create customer rewards account.
  2. Use reward point balance.
  3. Disburse reward points.

These use cases are meant to showcase some of the main functionalities of the system. These are examples of the processes with more details such their actors, triggers, priority and course steps. It also depicts the alternative routes the system could take along with exceptions to the course process.

### **4.1 Create Customer Account**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Use Case Name**: Create Rewards Account | **ID**: UC-01 | | **Priority**: High | |
| **Actor**: Customer | | | | |
| **Description**: The customer creates a rewards account by entering their name, date of birth, email, and phone number into the system. | | | | |
| **Trigger**: Customer selects the option on the system’s screen to create a rewards account. | | | | |
| **Type**: External | Temporal | | | | |
| **Precondition**:   * 1. The customer does not have a preexisting account. | | | | |
| **Normal Course**:  **1.0:** System displays a screen asking the customer to log-in or sign-up.   1. The customer selects the sign-up option. 2. System displays a screen with text prompting the customer to enter their name, phone number, birth date, and email. 3. The customer enters their name, phone number, birth date, and email into the system. (see Alternative course 1.1) 4. The system receives information and creates a customer rewards account. 5. The system stores the account information. 6. Screen with the customer’s information input is displayed asking for a confirmation 7. The system displays a screen informing the customer the account has been created. 8. Customer receives an email with confirmation details. | | | | **Information for Steps**:   1. Sign up/Log request. 2. Sign up details. 3. Name, phone number, birth date, and email. 4. Customer rewards account creation request. 5. Stored customer details. 6. Confirmation request from system 7. On screen confirmation of customer’s account. 8. Email confirmation. |
| **Postconditions:**   * 1. Customer has an account under the nail bar salon.   2. Customer’s account has base points added (first visit = 1 point).   3. Customer’s account has new funds added (1 point = $1.50). | | | | |
| **Alternative Course:**  Customer chooses to cancel creating the account.   1. The system displays a screen requesting for the customer to confirm his/her choice to cancel the creation of the rewards account. 2. The customer confirms his/her choice to cancel the creation of the rewards account. 3. The customer denies his/her choice to cancel the creation of the rewards account. 4. The system exits and returns to the original screen requesting the customer to log-in or sign-up 5. Return to step 3 of normal course. | | | **Information for Steps:**   1. Cancelation request. 2. Cancellation 3. confirmation. 4. Rewards account declination. 5. Login request. | |
| **Exceptions:**   * 1. In step 3 in the normal course, if the user enters their information (their name, phone number, birth date, and email) wrong, they’ll be notified in the confirmation screen in step 6.   2. In step 6, if the information is wrong, the information is wiped, and the process is restarted. | | | | |
| **Input**:   1. Name. 2. Date of Birth. 3. Email. 4. Phone number. | **Source**:   1. Customer. 2. Customer. 3. Customer. 4. Customer. | **Output**:   1. User Account. 2. Base points 3. (1 point = $1.50). 4. Tracker enabled to tag points. | **Destination**:   1. Rewards Account System. 2. Rewards Account System. 3. Rewards Account System. | |

**Table 1: Use Case 1; create customer account.**

### **4.2 Utilize Reward Point Balance.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Use Case Name**: Use Reward Point Balance | **ID**: UC-02 | | **Priority**: Medium | |
| **Actor**: Customer | | | | |
| **Description**: Customer logins into their account and then check their reward points balance, to see how much they can use, should they choose to do so. Also, during a login during a new date (first login for that date), the system credits 1 point to the customer’s reward funds. | | | | |
| **Trigger**: Customer logs into their rewards account. | | | | |
| **Type**: External | Temporal | | | | |
| **Precondition**:   1. The customer has a preexisting rewards account. 2. The customer has a balance (at least 1 point) in their rewards account | | | | |
| **Normal Course**:  **1.0:** The system adds a new date entry and credits it as a point.   * + 1. Customer logs into their rewards account in the store.     2. The system recognizes the new date entry and adds it into the customer’s account.     3. This data entry is credited as a point for the customer’s reward account.     4. The customer’s point balance is updated.     5. The customer receives a notification of updated rewards balance.   **2.0:** The system provides the opportunity for the customer to redeem their points at check out.   1. At check, the customer is asked if they want to redeem points. 2. The system displays the customer’s reward point balance. 3. Customer is asked to enter how many points to use. 4. Confirmation for the points is probed from the customer. 5. The system credits the point equivalent to the customer’s order summary and order total, as a discount. 6. Customer’s reward point balance is updated, and the customer is notified. | | **Information for Steps**:  First Course:   1. Login request. 2. New date entry. 3. Reward point credit (1 point). 4. Update request by system. 5. Confirmation of update.   Second Course:   * 1. Redemption Request from the system.   2. Current balance.   3. Number of points to use.   4. Confirmation request by system.   5. Discount applied.   6. Updated balance. | |
| **Postconditions:**   1. Customer’s date entry is updated, meaning their points are also updated. 2. Customer’s point balance is updated (subtracted for a discount). 3. Customer’s order is discounted. | | | | |
| **Alternative Course:**  In first course:   * 1. In step 1, if the customer had already logged earlier the same date, the system will not perform steps 2-5.   In second course:   * + 1. In step 1, the customer may decline the option to redeem points.     2. In step 4, the customer will have the option to cancel redeeming points. This will restart the process to step one (still course 2). | | **Information for Steps**:  In first course:   * 1. Unique date comparison.   In second course:   * + 1. Cancellation request.     2. Cancellation confirmation. | |
| **Exceptions:**   * 1. Customer does not log into their account.   2. Customer has no funds in their rewards account to use. | | | | |
| **Input**:   1. Customer login information. 2. Current Date. 3. Option to use funds (Boolean). 4. Amount of funds to use. | **Source**:   1. Customer. 2. System Date. 3. Customer. 4. Customer. | **Output**:   1. Customer’s date entry updated. 2. Customer’s point balance is updated. 3. Customer receives a discounted order. | **Destination**:   * 1. Rewards Account System   2. Rewards Account System   3. Customer’s Order Total. |

**Table 2: Use Case 2; utilize reward point balance.**

### **4.3 Disburse Customer Points**

|  |  |  |  |
| --- | --- | --- | --- |
| **Use Case Name**: Disburse Customer Points | **ID**: UC-03 | | **Priority**: Medium |
| **Actor**: System/Manager | | | |
| **Description**: The system disburses customer points via virtual gift cards (promo codes). | | | |
| **Trigger**: The use case has two triggers:   * 1. The customer requests the system to curate a virtual gift card.   2. Current date is identical to the birthday listed in a customer’s account. | | | |
| **Type**: External | Temporal | | | |
| **Precondition**:   1. The customer has a preexisting rewards account. 2. The account has the customer’s information (the customer’s birthday and email). 3. Customer has the funds to add to the customer-curated virtual gift card. | | | |
| **Normal Course**:  System sends a system-curated promo code and email message to customer for their birthday.   * 1. The system compares the current date with the customer’s listed birthday.   2. If the system comparison of dates is true, the system combines a template email with a congratulatory birthday message along with system-curated promo code (with a discount or service predetermined by the owner of the store).   3. The email is sent to the email address listed in the customer’s rewards account.   Systems creates and sends a promo code to the customer that was requested and funded by the customer.   * 1. Customer requests, in store, for a virtual gift card.   2. The fun allocation is agreed upon and confirmed.   3. The funds are paid by the customer.   4. The system creates a promo code with a discount with the exact same amount funded by the customer.   5. The customer is asked to input the email address to send the gift card to.   6. The email address will receive a thank you message, with the store information and the promo code attached with information on how to redeem it. | | **Information for Steps**:  First course:   * 1. System date comparison request.   2. System date comparison = TRUE, email template, promo code creation.   3. Email   Second Course:   * 1. Virtual gift card request.   2. Fund allocation request.   3. Fund allocation confirmation.   4. Promo code created.   5. Email address.   6. Email. | |
| **Postconditions:**   1. The customer receives an email with the system-curated promo code with a congratulatory message for the customer’s birthday. 2. Customer-curated promo code is created by the system with allocated funds created. 3. Customer receives the gift card via email. | | | |
| **Alternative Course:**  In first course:   * 1. In step 2, the comparison is false, the system does not perform steps 2-3.   In second course:   * 1. In step 2, the customer may cancel the virtual gift card request and the process is reset. | | **Information for Steps**:  In first course:   * 1. System date comparison = FALSE.   In second course:   1. Cancellation request. | |
| **Exceptions:**   1. When the customer does not have an account. 2. When the customer does not have their birthday date in their account information. 3. When the customer does not have their email address in their account information (for the birthday virtual gift card). 4. When the customer does not provide the funds to create the virtual gift card. 5. When the customer does not provide an email to send the customer-curated virtual gift card. | | | |
| **Input**:   1. Current date. 2. Customer’s birthday. 3. Customer’s email address 4. Template email. 5. Funds for allocation (for the virtual gift card curated by a customer). 6. Fund allocation (for virtual gift cards curated by the system for the customer’s birthday). | **Source**:   * 1. System Date.   2. Rewards Account System.   3. Rewards Account System.   4. Rewards Account System.   5. Customer.   6. Rewards Account System. | **Output**:   1. Promo code. 2. Email with promo code. | **Destination**:   * 1. Customer’s email template.   2. Customer’s email address. |

**Table 3: Use Case 3; disburse customer points.**

# **Deliverable 3: Process Modeling Document**

## **Section 1: Data Flow Diagrams**

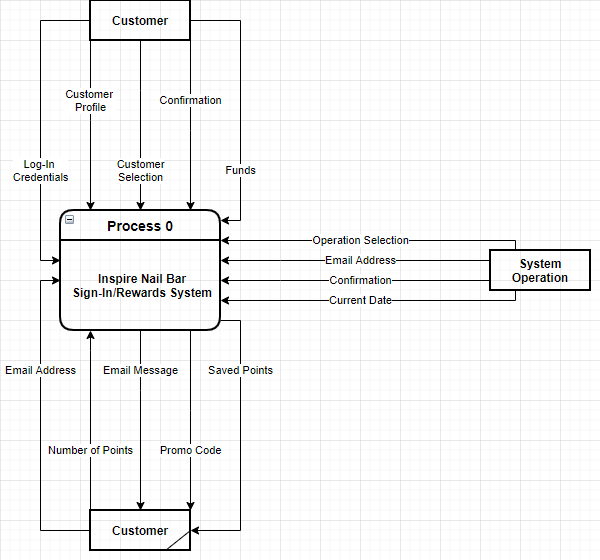
This document outlines the logical process model for the Inspire Nail Bar Rewards System. Data Flow Diagrams, demonstrating how the system utilizes data for workflow operations. The Data Flow Diagrams are based upon the System Requirements previously identified in Deliverable 2 and through conceptualization of the use cases into processes, data flows, data stores and entities.

The subsequent data flow diagrams include the context diagram, level 0 diagram and child diagrams. The context diagram depicts the high-level process, what entities provide and receive from the system. The level 0 diagram is exploded from the context diagram and is intended to show all the processes, data stores, data flows, and entities at a lower level of decomposition. Five separate level 1 child diagrams are also created for each process on the level 0 diagram and further detail the sub steps for each process on the level 0 diagram.

To conclude, sample data dictionary definitions show how certain pieces of the system work together and what they are to contain.

The analysis contained in this portion of the report also serves as an important basis for the forthcoming data model and interface design prototypes. The project team is confident that overall process architecture provides a strong foundation for explaining the entirety of the system.

### **1.1: *Context Level DFD***



**Figure 5: Context level diagram.**

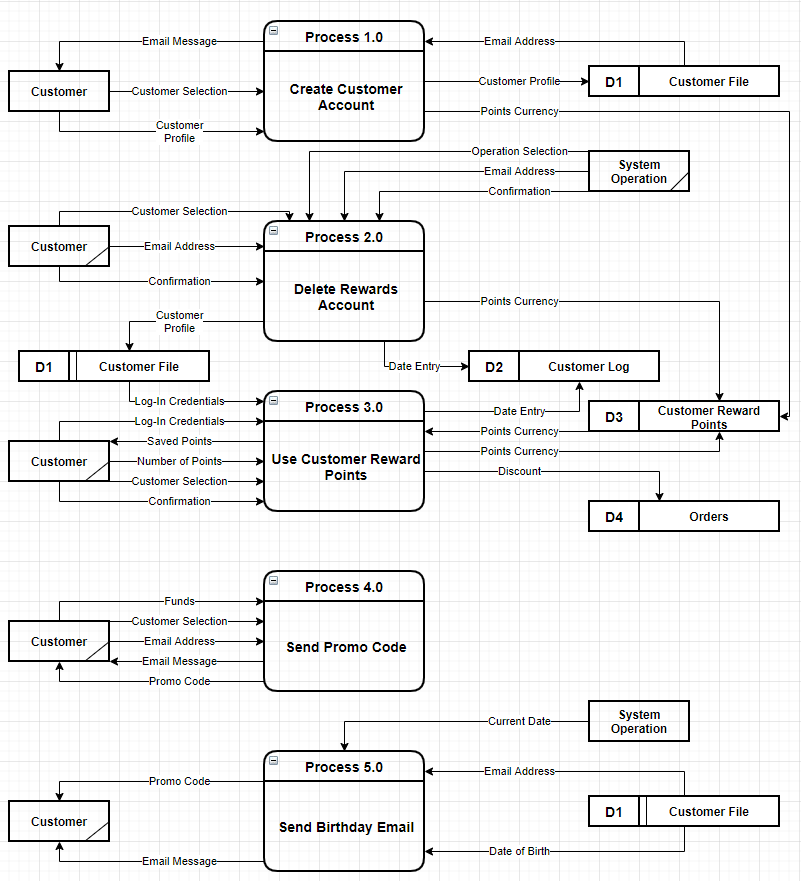
The Context Level DFD above depicts the entire process of the Inspire Nail Bar rewards and sign in system in a nutshell. The rewards system comprises two entities, the customer and the system itself. 

The process begins with the Customer inputting their choice if they want to create an account and providing their information such as their name, birth date, phone number, and email. The sign in system then creates an account to create an account for the user. From there the customer can choose to login, inputting their Choice, Log-In Information, Number of Points to use, and confirmation of using those points. The customer can also choose to create a promo code in which they input the amount of funds they wish to use and what email they wish to send the promo code to.

The system has a total of four outputs. Choice, Email Address, and Confirmation are all used in the deletion of an account and Current Date is used in verifying the current date is a birthday to send out the birthday promo code.

Lastly, the Inspire Nail Bar Rewards System will only output a promo code when requesting a promo code, saved points when the customer logs in, and an email message which is sent upon account creation and when a promo code is requested.

### **1.2: Level 0 DFD**

****

**Figure 6: Level 0 DFD.**

Above is the Level 0 Diagram for the Rewards System. It displays the five main processes of the nail bar; Create Customer Account, Delete, Rewards Account, Use Customer Rewards Points, Send Promo Code, and Send Birthday Email. It also, in addition to the entities that appeared on the context diagram, displays the four data stores the system uses; Customer File, Customer Log, Customer Reward Points, and Orders.

The system will start with Process 1, prompting the customer to create an account. Once Process 1 has been completed in its entirety, Process 2, Process 3, and Process 5 are available to the customer, allowing them to delete and/or sign into their account and redeem their points and/or receive an email with a promo code for their birthday.

Process 4 is a way for the customer to request promo codes to be sent to an email of their choosing. This process is analogous to the rest of the processes and requires customer’s reinput their email address in order to request a promo code, which can be used to get discounts on products within the store.

### **1.3: Level 1 Diagrams**

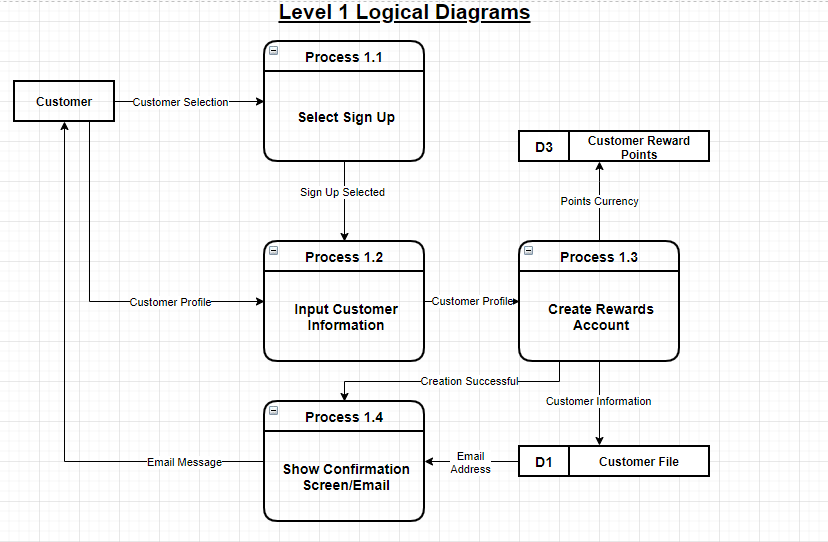
Breaking down the level 0 diagram even further, we net ourselves 5 different child (level 1) diagrams. These diagrams go in depth into the processes that make up the level 0 and explain how and when the entities interact with the data stores in each process.

As stated before, there are five processes:

* Create Customer Account
* Delete Customer Account
* Use Customer Rewards Points
* Send Promo Code
* Send Birthday Email

These processes make up the main functionality of the system and cover completely the use cases shown in the Systems Requirements document, whilst also implementing a functionality that had not been covered by the use cases; delete customer account. These child diagrams shall be beneficial when it comes time to create the physical model of the to-be system.

### ***Process 1: Create Customer Account:***



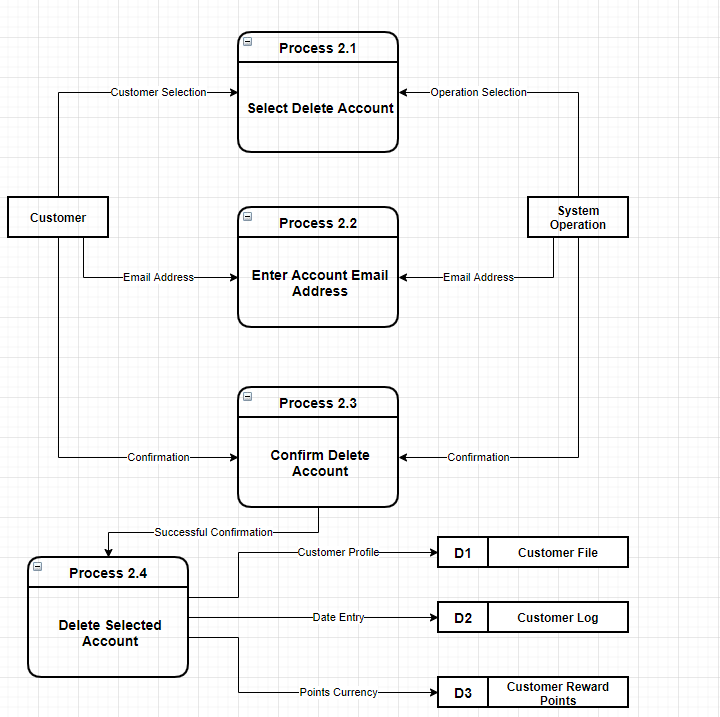
**Figure 7: Process 1: Create Customer Account.**

This above process depicts the action of a customer signing up to make an account with *Inspire*. Here, the customer is given the option of signing up to a rewards account, and should they choose to sign up the process begins.

The customer inputs information, such as their full name, phone number, birth date (MM/DD) and the email address. The system creates a rewards account under the customer’s email address and phone number. Upon confirmation from the customer, the input information is stored in an internal database as a customer file. 

A final confirmation screen is shown, welcoming the customer to the nail salon’s rewards system and an email is sent to the customer. An email containing a confirmation of the formation of a rewards account, a virtual card with the nail salon’s information, and the customer’s information is sent to the customer, concluding the process.

### ***Process 2: Delete Rewards Account:***



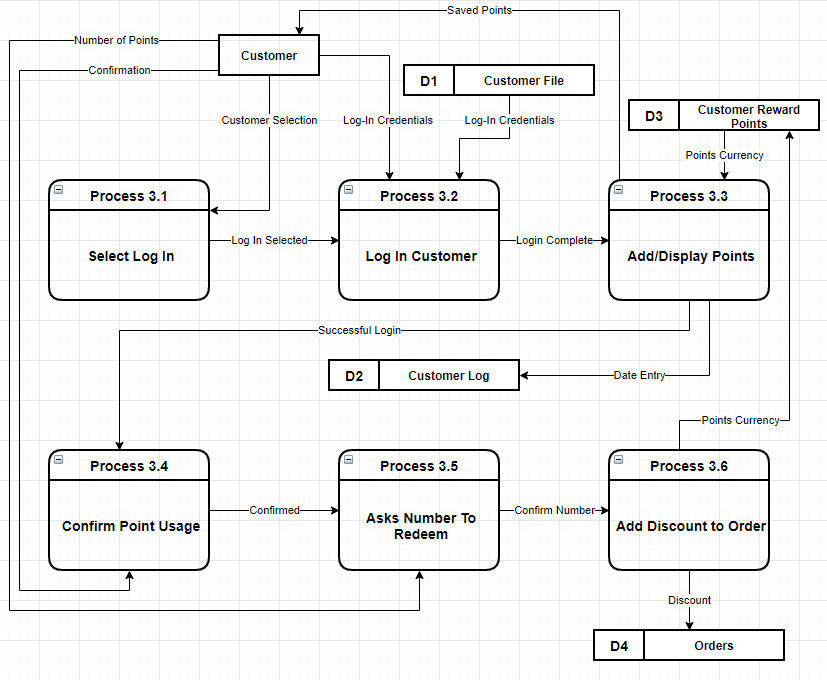
**Figure 8: Process 2: Delete Rewards Account.**

The diagram above displays the process of deleting a customer rewards account. This process has two conditions in which it will be used. The first is by the customer’s discretion. The second is by the system removing accounts who have been inactive for greater than 6 months.

The process begins with the customer or system choosing to delete the account. The system then requests an email address to be input in order to find which account to delete. Afterward, the system asks for confirmation of account deletion. Upon a successful confirmation, the account is deleted by setting all related attributes in the customer file, the customer log, and the customer rewards points data stores to 0.

### 

### ***Process 3: Use Customer Reward Points:***

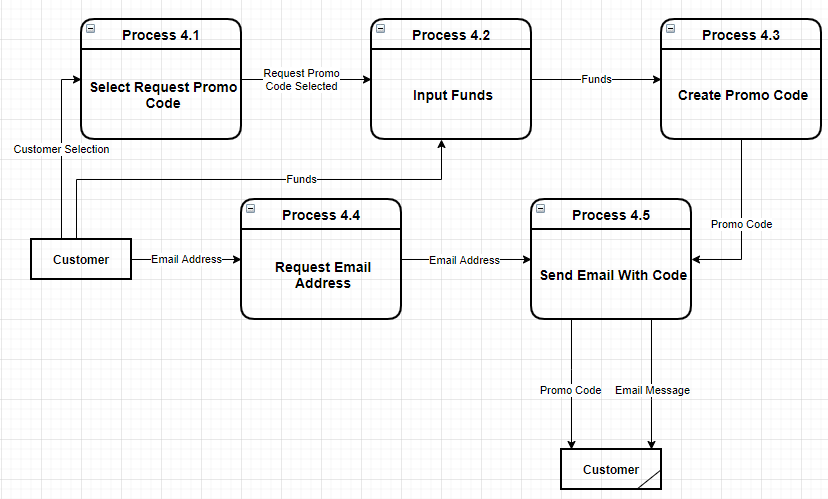


**Figure 9: Process 3: Use Customer Reward Points.**

The diagram above shows the processes involved in using the reward points. The customer has the first option of logging in. Once the user chooses to login, the system then requests the user information and cross-references the input with what is already stored. 

Upon a completed/successful login, the system adds points to the customer account and logs in a new date entry to the customer log. The system then asks the customer if they want to redeem their points. If the customer states they want to use their points, the system looks for how many points the customer wants to use and applies that as a discount to the current order. Lastly, the system reduces the points from the data store Customer Rewards Points.

### ***Process 4: Send Promo Code:***

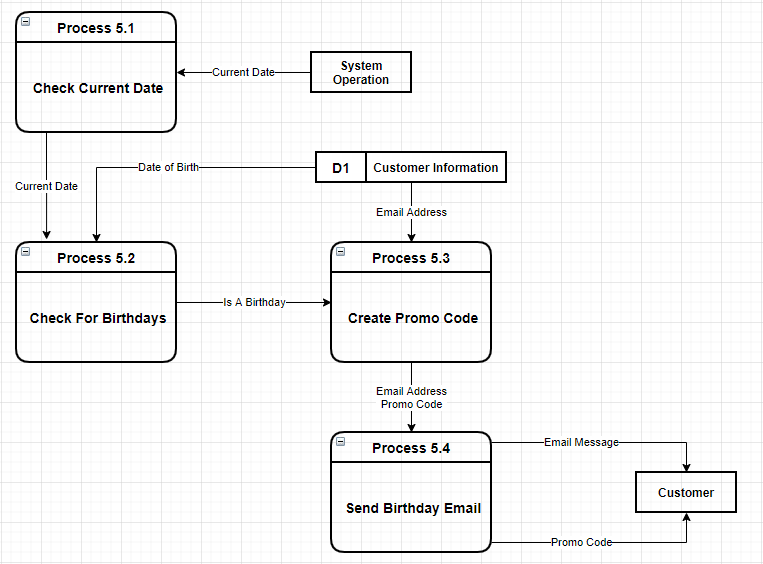


**Figure 10: Process 4: Send Promo Code.**

The diagram above depicts the process of how a customer is sent a promo code that was requested and funded by said customer. The customer, which is an entity, initiates the choice of requesting for a virtual gift card (a customer curated promo code). Once the system recognizes the customers confirmation of this choice, the customer entity is prompted to input the funds they desire for the promo code to equate to.

Once the funds are inputted into and provided, the system then curates a promo code. Once the code is curated, the system will prompt the customer to finally input the email address of the desired recipient. Finally, with the email address the system will attach the promo code to a template email message and send it to the email address the customer had previously inputted. With the email sent, the process is concluded.

### ***Process 5: Send Birthday Email:***



**Figure 11: Process 5: Send Birthday Email.**

The diagram above describes the process of the system sending an email containing a rewards gift card on a customer’s birthday. The system shall check the current date from the system entity and compare the current date with the customer’s inputted birth dates from the customer’s rewards accounts.

If the current date matches with a customer birthday, the system shall create a promotion code. This code shall be enclosed in an email and sent to the email address attached to the customer’s rewards account.

## **Section 2: Data Dictionary Definitions**

Below is the data dictionary, which is created to integrate the diagrams into a cohesive model by defining all the names and data composition. Below we have entities, data stores, data flows and attributes. 

### **2.1: Entities**

Entities are the very basic building blocks of the system being built. They can be any singular object such as a person, a location, an event, etc. For this system, the entity, customer was chosen as they are the main active entity in the system.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | | |
| Customer | Entity depicts a person who would interact with the system via login. This person would be able to redeem their points, request a promo code, and be gifted a promo code on their birthday. | | |
| **Type** | **Contains** | **Contained In** | **Constraints** |
| Entity | Name  Date of Birth  Email Address  Phone Number  Choice  Conformation  Funds  Number of Points | N/A | Email must be unique |

**Table 4: Entity; Customer.**

### **2.2: Data Store**

Data stores are inventories of data, typically used to implement the basic system. The main data store the system contains is the customer file, which is the information that customers provide for their rewards account and the services attached to it.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | | |
| D1: Customer File | Customer file is the inventory of data that customers have provided to create a rewards account with the nail salon. | | |
| **Type** | **Contains** | **Contained In** | **Constraints** |
| Data Store | Name  Birth Date  Email  Phone Number | N/A | Form is a table in a database |

**Table 4: Data Store; D1: Customer File.**

### **2.3: *Data Flow***

Data flow depicts how data is streamed and input into conducted processes. Below we have the login information, which is a data flow of customers logging into their reward accounts. In order to log, the customer needs to input their email and phone number, both of which are unique.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | | |
| Log-In Credentials | Login information the stream of information required to input by the customer in order to gain access to said customer’s rewards account in order to check, redeem and accumulate reward points. | | |
| **Type** | **Contains** | **Contained In** | **Constraints** |
| Data Flow | Email  Phone Number | N/A | Email must be unique  VARCHAR(50)  Email must be unique  NUMBER(10) |

**Table 5: Data Flow; Log in credentials.**

### **2.4: Attributes**

Data attributes are representations of characteristics that a data object may contain. Below are two such attributes; Customer\_name and Reward\_points. The Customer\_Email is integrated nearly everywhere, required and included in almost every process. Reward\_points is a central attribute, a characteristic that could very well define this system.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | | |
| Customer\_Email | The email address that customers use to create, log into, and track updates with, actively. The email address is one of the unique data types required to verify accounts and receive information from the store. | | |
| **Type** | **Contains** | **Contained In** | **Constraints** |
| Attribute | N/A | Customer Information | Email addresses must be unique. |

**Table 6: Attributes; Customer\_Email.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | | |
| Reward\_Points | The currency the system operates its reward translations. Every visit equates to 1 point and each point is equivalent to $1.50. Reward points can be accumulated. | | |
| **Type** | **Contains** | **Contained In** | **Constraints** |
| Attribute | N/A | Points Currency  Number of Points  Saved Points | Cannot be negative  (only >= 0) |

**Table 7: Attributes; Reward\_Points.**

# **Deliverable 4: Data Modeling Document**

## **Section 1: Entity Relationship Diagram**

Diagram, schematic

Description automatically generated

**Figure 12: Entity Relationship Diagram.**

## **Section 2: Group’s Alternative**

### **Section 2.1: Group Alternative’s Matrix:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Evaluation Criteria** | **Relative Importance** | **Alternative 1: Kangaroo** | **Score (1-5)** | **Weighted Score** | **Alternative 2: TapMango** |  | **Score (1-5)** | | | **Weighted Score** | | **Alternative 3: FiveStars** | | **Score (1-5)** | | | | **Weighted Score** |
| **Technical Issues:** |  | | | |  |  | |  | | |  | |  | |  | |  | | |
| Compatibility with devices | 20 | Kangaroo is able to be set up using multiple devices as seen in their trailer and website, but on all their resources it doesn't seem to be running on a computer. | 4 | 80 | TapMango is able to operate off of many devices. A computer, tablet, and phone were shown running the API. |  | | | 5 | | 100 | | FiveStars does not have the ability to be run on any other device other than the FiveStars-provided tablet or directly on a POS system. | | | 2 | 40 | | | |
| Integration with Current POS System | 15 | Kangaroo utilizes an API connector to be easy to set up with many modern POS systems. | 4 | 60 | TapMango uses an automated POS integration system. It can be run with many POS system and they will help integrating with any system the automated integration can't connect to |  | | | 5 | | 75 | | FiveStars states that it can integrate with "your current POS system" but does not go any further than that on its ability to do so. | | | 3 | 45 | | | |
| Terminality | 15 | Kangaroo is not a terminal system. It requires the client to sign in using their own device and redeem points in the same way. | 1 | 15 | TapMango is not a terminal system. However, many of the remote features are only accessible by the client having the app and the business owner using such services. |  | | | 2 | | 30 | | FiveStars is a highly terminal system. Customers cannot sign-in/sign-up from anywhere but in-store. The app does automate quite a few things however. | | | 4 | 60 | | | |
| **Economic Issues:** |  | | | |  |  | |  | | |  | |  | |  | |  | | |
| Cost of Software | 10 | The software has no initial payment tied to it but does, however, have an installation fee which comes with training. | 3 | 30 | The software seems to not have an upfront cost. Installation seems to be part of the subscription. |  | | | 4 | | 40 | | The software seems to not have an upfront cost. Installation seems to be part of the subscription. | | | 4 | 40 | | | |
| Cost of Maintenance and/or Subscription | 10 | The software's subscription can range anywhere from $80 - $150 a month. | 3 | 30 | The software is $200 a month, which is a very steep price and may be damaging for the Inspire Nail bar business. |  | | | 2 | | 20 | | The software can go anywhere from $70 to $300 depending on what plan the organization goes with. For what the Inspire Nail Bar wishes to accomplish, it will probably be near the low end. | | | 4 | 40 | | | |
| **Organization Issues:** |  | | | |  |  | |  | | |  | |  | |  | |  | | |
| Minimal Maintenance | 10 | Kangaroo, due to its virtual nature, seems fairly self-managing as a system. Problems with it should be rectified on Kangaroo's side in most cases. | 4 | 40 | TapMango, upon looking at testimonials, seems to have a fairly poor customer support system. This may prove hindering if Inspire Nail Bar is to have any issues with the application/program. |  | | | 2 | | 20 | | FiveStars has a multitude of systems and pieces that will require maintenance if any physical damage happens to them. As for support, they have many articles for business owners to look at describing each problem in detail. | | | 3 | 30 | | | |
| Ease of Use | 15 | Kangaroo has a large number of features available to use. This, in turn, makes it much more complicated to handle | 2 | 30 | TapMango seems to streamline the sign-in/sign-up process. While it does contain many features, the streamlining of these two processes makes it a viable tool. |  | | | 3 | | 45 | | FiveStars completely changes your POS system and may require employees to get used to a completely new device. This would require employee training. | | | 1 | 15 | | | |
| Visual Appeal | 5 | Kangaroos use of white and blue screens provides a clean look and shall serve to further the aesthetic of the nail bar | 4 | 20 | TapMango has a very sleek design and a red/purple color scheme. This color scheme goes well with the color scheme of the stamp card we had gotten earlier and may be a great fit. |  | | | 4 | | 20 | | FiveStars has a more toonish look than the other two systems. The system would feel out of place at the nail bar. Nonetheless, the UI is quite polished | | | 3 | 15 | | | |
| **Total:** | **100** |  |  | **305** |  |  | | |  | | **350** | |  | | |  | **285** | | | |

**Table 8: Group Alternative’s Matrix.**

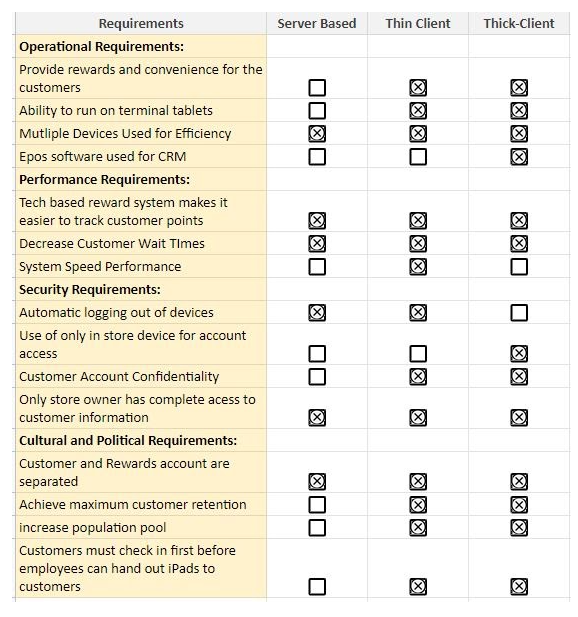
### **Section 2. 2: Group’s Chosen Best Alternative**

The group decided to go with Alternative 2, TapMango, as the best Alternative for the system and would be best for the business.

TapMango is a packaged software that has all the features we are looking for to integrate with the new sign-in and rewards system and it can be operated on all devices without any limitations compared to Kangaroo where it cannot be run on a computer. TapMango uses an automated POS integration system for easy setup with the current POS system and the cost of the software is somewhat pricey with $200 a month, which adds up to $2400 per year but has no other hidden upfront costs.

Finally, TapMango may not have the best customer support system but they make up for it with all the available features that they offer, such as, streamlining the sign-in/sign-up process providing ease of use and an appealing user interface with a sleek design incorporating a red/purple color scheme that complements the color of the stamp that the nail bar already has and currently using.

## **Section 3: Architecture**

**Section 3.1 Architecture Matrix **

**Table 9: Architecture Matrix.**

### **Section 3.2: Explanation of Architecture Matrix Requirements**

### 3.2.1 Operational Requirements

1. *Provide rewards and convenience for the customers:*

Providing rewards and convenience for the customers can be most efficient with a thin or thick client-based architecture. Thin client-based architecture can be helpful in this area as it is easier to use and portable. Thick client-based architecture can also be useful as it can store data.

1. *Ability to run on terminal tablets:*

Thick client-based architecture has more functions locally, which is helpful for running on terminal devices. However, thin client-based architecture may prove to be useful as all account updates will be processed by the host server and therefore the store owner can check upon this update from any store.

1. *Multiple Devices used for efficiency:*

Multiple devices can use server, thick, or thin client-based architecture. The server-based architecture is easier to manage, this flexibility can make dealing with errors and handling the data easier for the manager. Thick client-based architecture can be helpful for each device to be fully functional without having to depend on connecting to a network. The thin client-based architecture is portable, which makes managing multiple devices easier. This architecture is also easier to use which makes using multiple devices less complicated for the user. 

1. *EPOS Software used for CRM:*

A thick client-based architecture can be used to better manage customer data. This architecture provides for data storage, which can make storing and managing customer data easier. This architecture also has more technological capabilities providing for more flexibility in customer relationship management.

### 3.2.2 Performance Requirements

1. *Tech based reward system makes it easier to track customer points:*Server, thin, and thick client-based architectures can be used in the tech-based reward system. The server-based client architecture can be helpful if the customer points are lost, since this architecture can recover data loss. The thin client-based architecture can be more efficient by reducing the load on the device, since the server would track and manage the customer points. The thick client-based architecture is cheaper and functions without a server, which can be an efficient reward system.
2. *Decrease customer wait time:*

The server-based architecture, or thin or thick client-based architecture can be used to decrease the customer wait time. The server-based architecture is efficient in handling errors and managing resources; this feature can help in cutting down customer wait time. Since the server is responsible for most of the functions, the device is faster and more efficient in the thin client-based architecture. This function helps decrease customer wait time. The thick client-based server can function without constant connection to the network, this feature can decrease customer wait time as the system can function even if there are network connectivity issues.

1. *System Speed Performance:*

The systems speed performance can be optimized with the thick or thin client-based architecture. Since the server handles many functions of the system, the devices can function faster in the thin client-based architecture. The thick client-based architecture can function without network connection, so with network connectivity issues this architecture can function. This feature can increase system speed performance.

### 3.2.3 Security Requirements

1. *Automatic logging out of devices:*  
   The automation of customer rewards accounts being logged out after a period of inactivity may serve best as either a server based, or thin client based architecture as this is a necessity for all accounts across all stores, meaning optimizing remote activity is vital. Also, for security reasons, these may be the best options as the server that hosts the information is responsible to keep the information secure and it usually has personnel dedicated to making sure that happens.
2. *Use of only in store devices for account access:*  
   For account access it may serve best to use a thick based architecture for several reasons. One being for access purposes, not being connected to a server will reduce wait time fairly. Secondly, the data would be verified by the clients instead of the user therefore verification is also sped up. Not to mention, server based, and thin client-based architecture depend on servers which is a singular point of failure which. If shut down, no client will be able to access their accounts.
3. *Customer accountability confidentiality:*  
   For account confidentiality, the nail bar owner would prefer a thick client-based server as the information of the rewards account and otherwise (names, email addresses, birthdates) would be localized. However, we believe as a team that a thin client-based architecture would be a happy medium between the owner and the necessities to maintain confidentiality, as it provides security and portability.
4. *Only the store owner has complete access to customer information:*  
   As a team we believe that this functionality could work on any architecture, with server based and thin client based providing the most security and thick client based architecture providing better technology (devices as they would not be dependent on being compatible with the host server) and more storage options for the client information (names, email addresses, birthdates) to be stored.

### 3.2.4 Cultural and Political Requirements

1. *Customer and rewards accounts are separated:*  
   Separating customer and rewards accounts can be a model built on server based, thin client based, or thick client-based architecture. All architectures would provide different processes to keep these accounts and the information contained in each, and also organized.
2. *Achieve maximum customer retention:*  
   In order to maintain the current regular customers along with future customers, storage, security and modern and easy to use devices are key. In order to achieve this model, thick client-based architecture would provide at least storage and better technology while thin client-based architecture would provide security.
3. *Increase customer population pool:*  
   All three of the architecture models provide features (security, data verification, storage, wait time, etc.) that would help increase the customer population pool.
4. *Customers must check in first before employees can hand out iPads to customers:*  
   Given that appointments are localized to stores, it may serve best that this requirement be built on a thick client-based server as checking in to the store would take less time. However, a thin client-based architecture proves to be useful as appointment information can be shared and transferred between store locations.

### **Section 3.3: Explanation for chosen Architecture**

The group decided to go with a thin client-based architecture. Thin based architecture does not need to be upgraded with specialized software to access the system since it uses a web browser to process the information. Therefore, minimizing cost and time required for system updates.

As long as the owner has access to the internet, he would have access to the system, and while this increases wait time for customers, this means that the owner can manage his multiple store locations and also provides scalability, a feature that would prove incredibly fruitful in the future since the owner has already expanded to multiple stores. Customers only have access to however much the owner decides to allow. Thus, the owner can define strict rules for security to ensure that malware and other problems are kept out. 

Therefore, increasing the security of the system and also maintaining complete access controls to the owner only, as per his request.

### **Section 3.4: Hardware and Software Specifications**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Standard Client** | **Standard Web Server** | **Standard Application Server** | **Standard Database Server** |
| **Operating System** | iOS | Linux | Linux | Linux |
| **Special Software** | Rewards Software/App | Apache HTTP Server | IBM Websphere (Java) | Oracle |
| **Hardware** | Apple iPad Mini 64-GB | Acer Veriton 3.2GHz Intel Core i5-650, 4GB Ram  500GB Hard Drive  20” LCD Monitor | Acer Veriton 3.2GHz Intel Core i5-650, 4GB Ram  500GB Hard Drive  20” LCD Monitor | Acer Veriton 3.2GHz Intel Core i5-650, 4GB Ram  500GB Hard Drive  20” LCD Monitor |
| **Network** | Wireless WiFi Connection | 1000 Mbps Ethernet | 1000 Mbps Ethernet | 1000 Mbps Ethernet |

**Table 10: Hardware and software specification.**

# **Deliverable 5: User Interface, Physical Process & Data Models**

## **Section 1: User Interface Design**

This section will outline the design approach following the philosophy of consistency. Here the team will outline how they will follow that through design choice as described in chapter 9.

Consistency, as defined in Chapter 9 of the textbook, is a design that enables users to predict what will happen before they perform a function. It is one of the most important elements in ease of learning, ease of use, and aesthetics.

The best way to follow this line of consistency is by approaching the design with minimalism. Here, each page would supply the user with enough information to complete any of separate processes as outlined in Deliverable 3. This will aid in minimizing user effort, reduce density, and help follow the three-clicks rule.

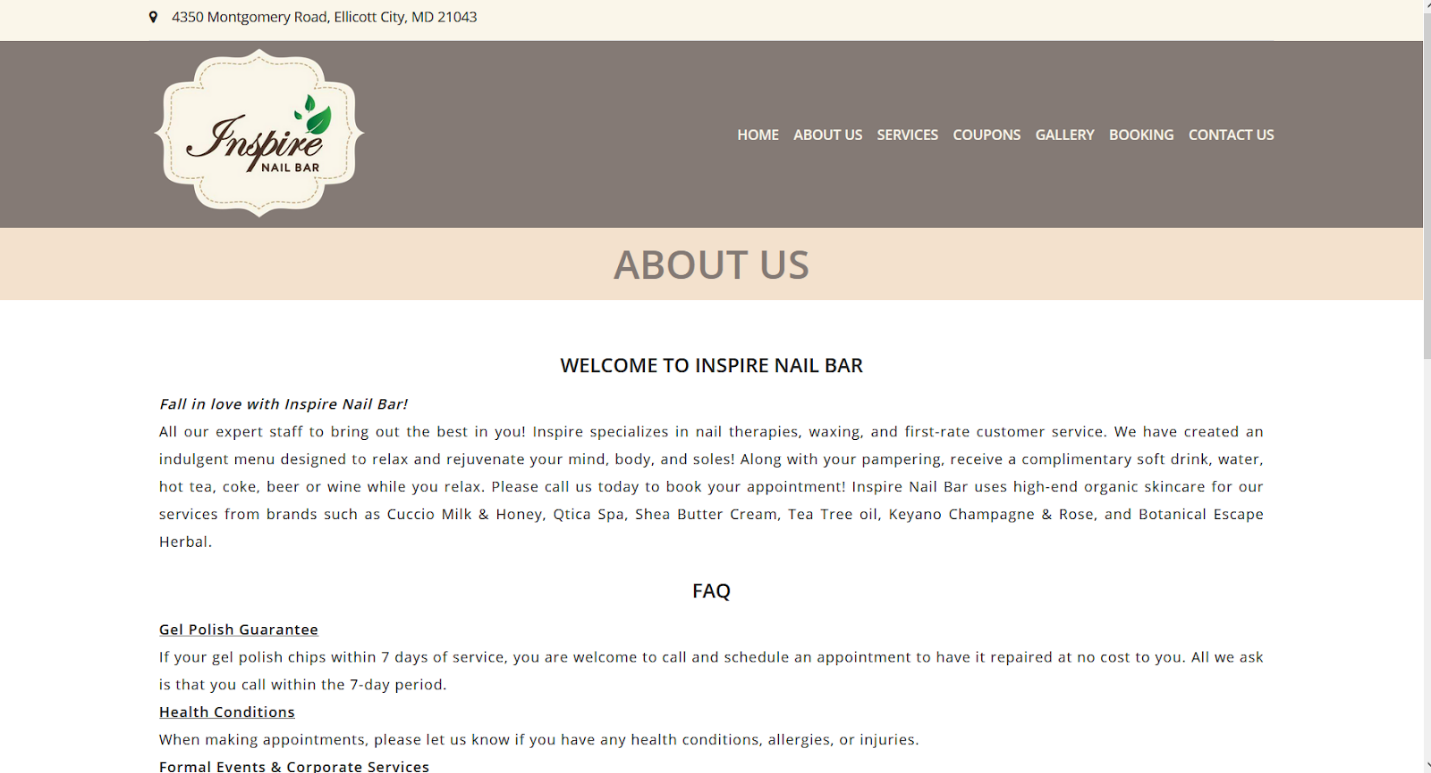
Interface standards will be determined based on the following processes:

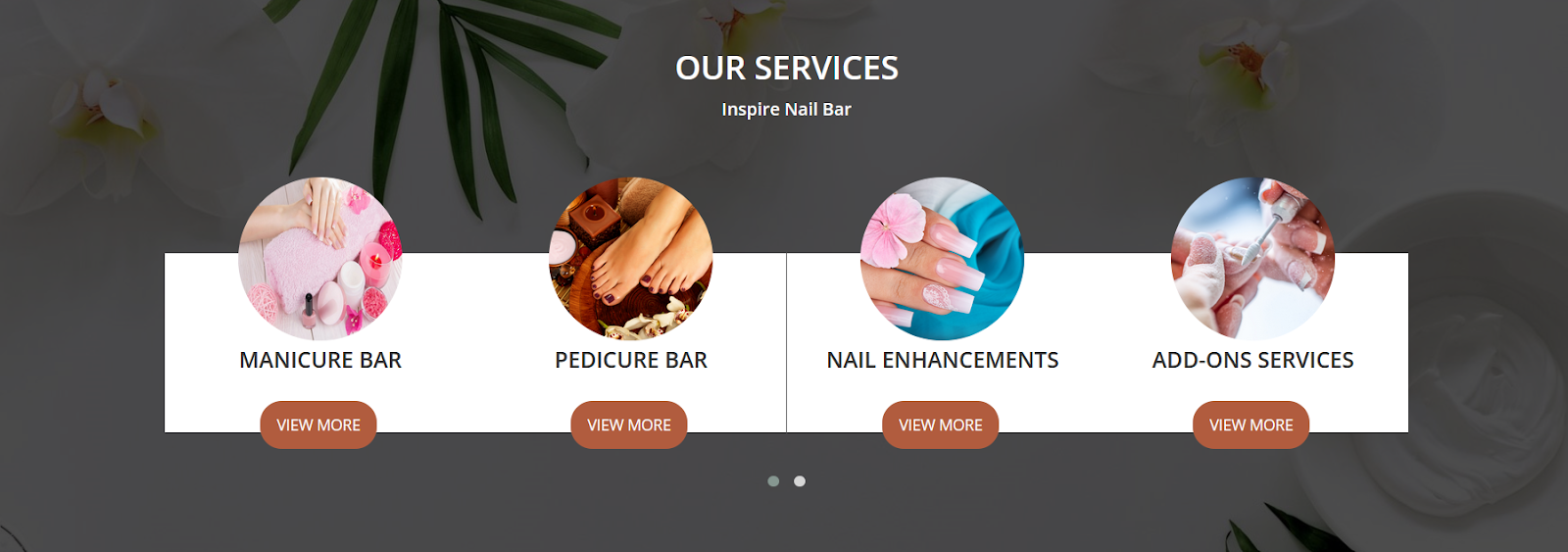
1. Create Customer Account
2. Delete Customer Account
3. Use Customer Rewards Points
4. Send Promo Code
5. Send Birthday Email

Processes 2 to 5 can be part of a drop-down menu that leads a user to other parts of that individual process.

Interface Metaphors and Icons: Given the processes and the actual current website (which will be use as the interface template) it is observed that metaphors are not used too much. The usage of more icons and metaphors gives a user a greater idea of the outcome of actions. As such, in the prototypes there will be more icons used in key screens.

Interface Template: Actual interface template of the pages will follow a similar color, font, and design of the main site, as seen here:

 **Figure 13**

**Figure 14**

**Figure 15**

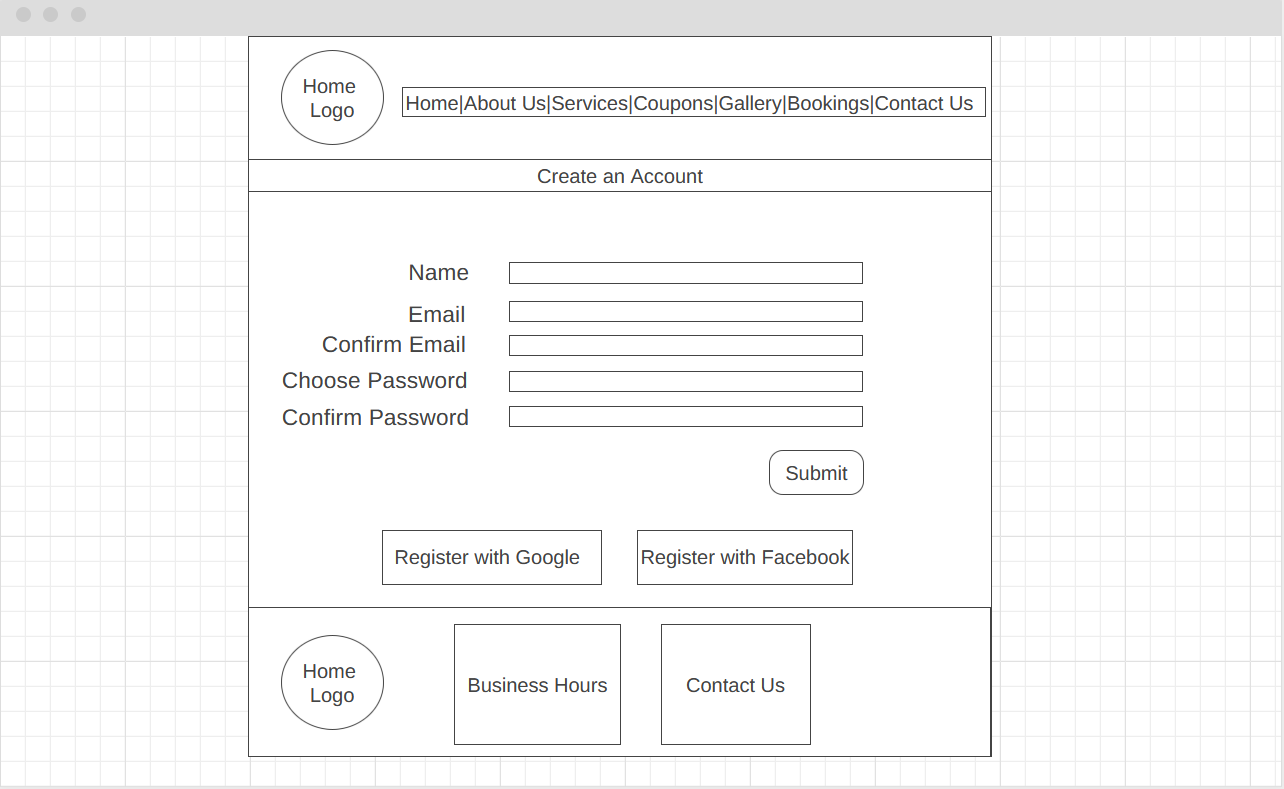
Note, that for most prototypes in section 4 the upper and lower prototypes follow this template

including certain icon shapes.

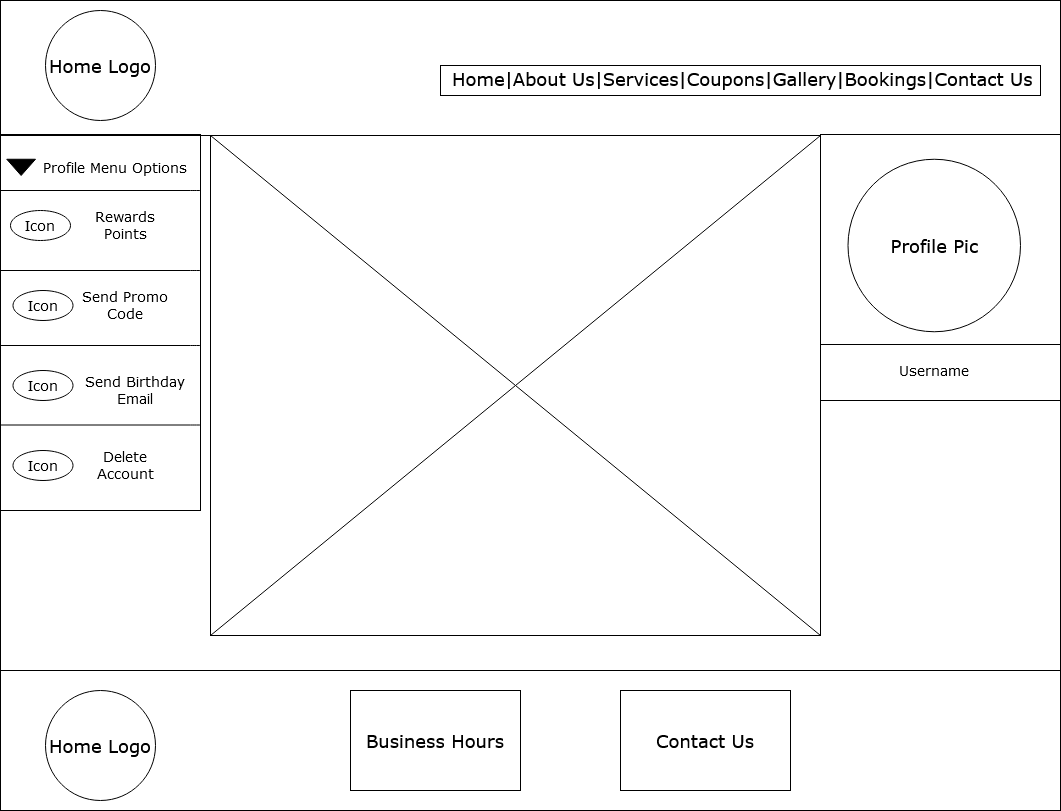
## **Section 2: Prototypes**

In this section the team will present and explain 5 prototypes of important screens. The 5 screens are either processes detailed in Deliverable 3 or other screens necessary in the implemented design. The team primarily used wireframe diagrams and utilized the draw.io and wireframe.cc.

### **2.1 Wireframe for Create Customer Account *Process 1.2* (wireframe.cc)**

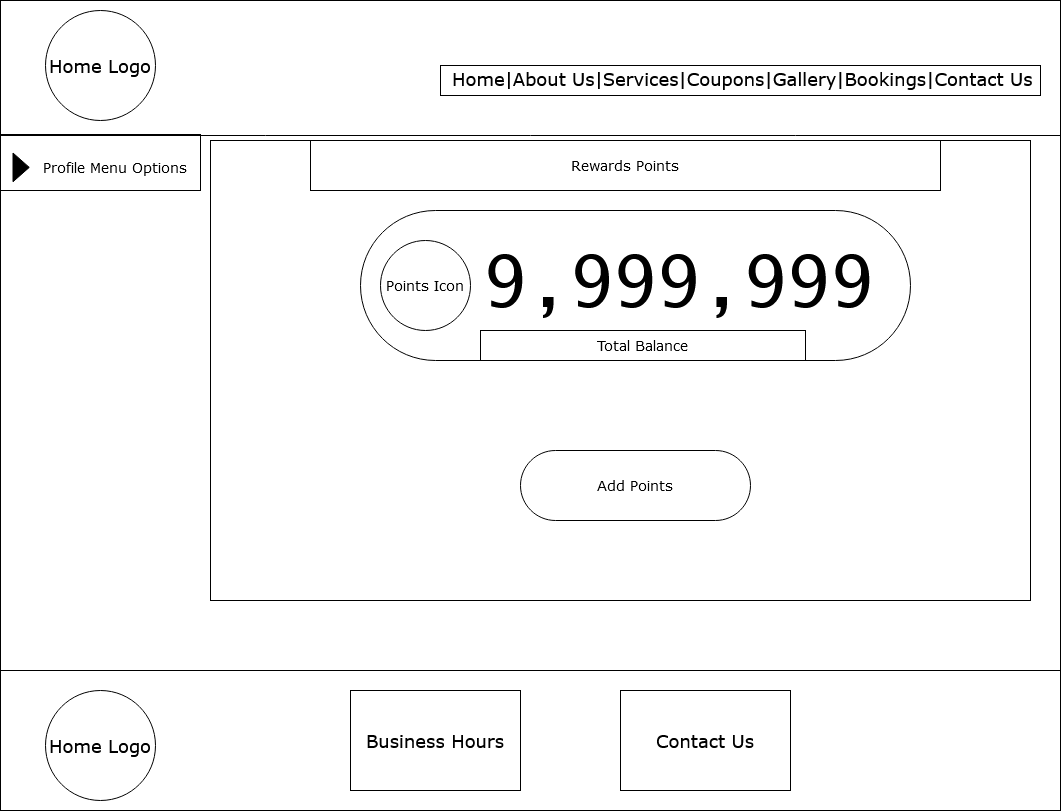
**Figure 16: Wireframe for Create Customer Account.**

### **2.2 Wireframe for Delete Customer Account (User Profile)**



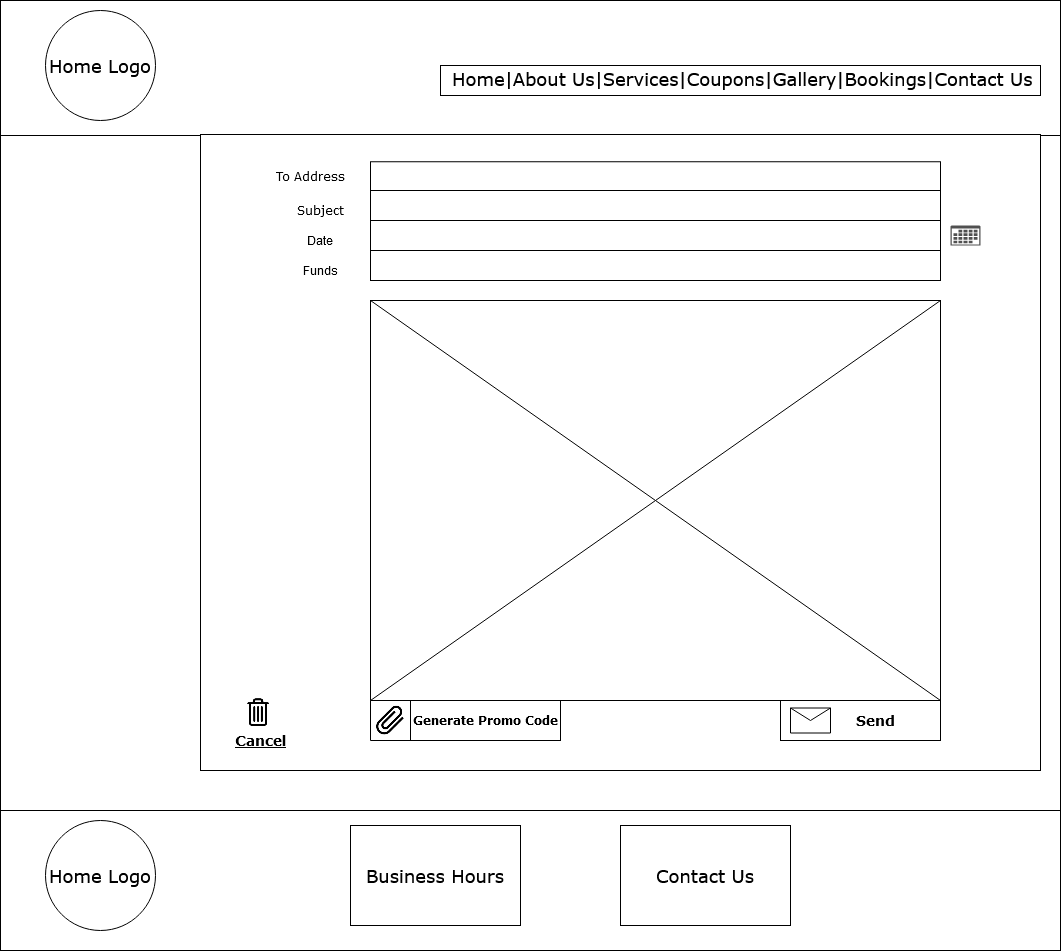
**Figure 17: Wireframe for Delete Customer Account.**

### **2.3 Wireframe for Customer Rewards Points *Process 3.3***



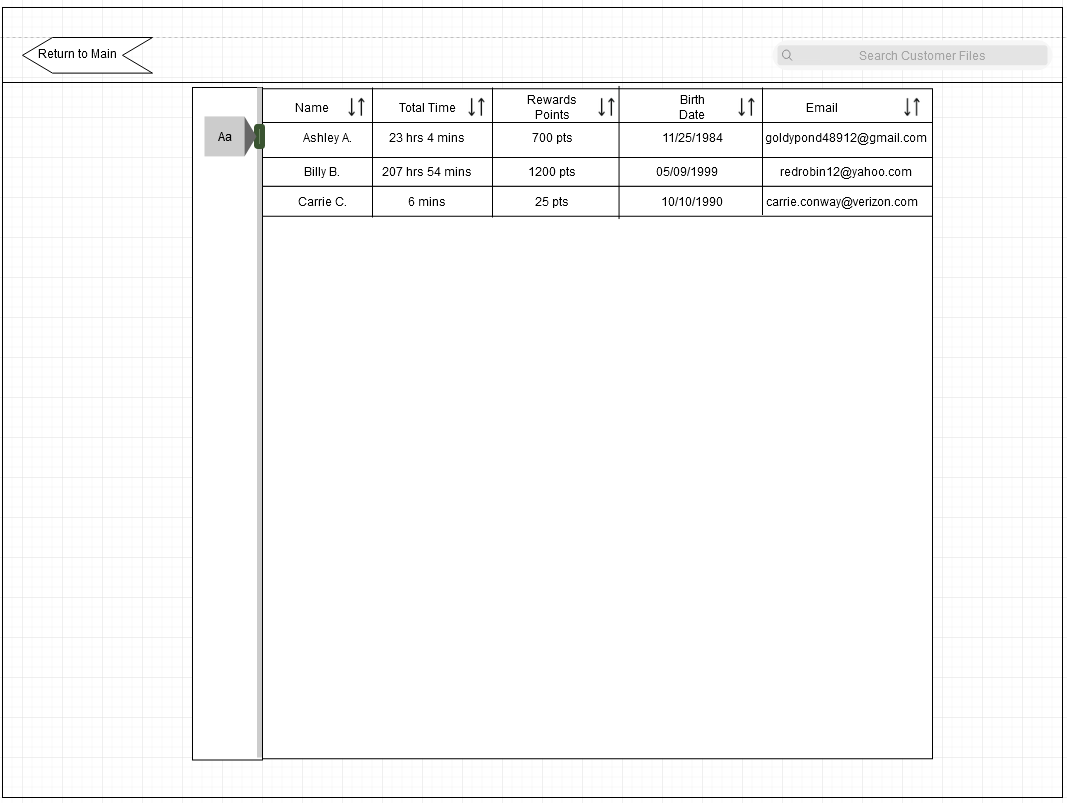
**Figure 18: Wireframe for Customer Rewards Points.**

### **2.4 Wireframe for** **Send Promo Code *Process 4.5/Process 5.4***



**Figure 19: Wireframe for Send Promo Code.**

### **2.5 Wireframe of Customer File system for Data storage**



**Figure 20: Wireframe of Customer File system for Data storage.**

## **Section 3: Physical Process Models**

Conversion of level 0 diagram detailing how info is input and output, and greater detail of data

stores and processes.

Diagram, schematic

Description automatically generated

**Figure 21: Physical Level 0 Diagram.**

## **Section 4: Physical Data Models**

Conversion of the entity-relationship diagram to physical entity relationship diagram (ERD) created through lucidchart.com bears close resemblance to figure 11.10 from the textbook.

![Diagram, schematic

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4RD+RXhpZgAATU0AKgAAAAgABAE7AAIAAAARAAAISodpAAQAAAABAAAIXJydAAEAAAAiAAAQ1OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAEFsZHJpbiBEZSBDYXN0cm8AAAAFkAMAAgAAABQAABCqkAQAAgAAABQAABC+kpEAAgAAAAM3NAAAkpIAAgAAAAM3NAAA6hwABwAACAwAAAieAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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2qTdP/AM84/wDv4f8ACif/AFY/30/9CFSUAQs025P3cfX++fQ+1O3T/wDPOP8A7+H/AApzfeT/AHv6GnUAQlpvMH7uPof4z7e1O3T/APPOP/v4f8Kcf9av+6f6U6gCENN5h/dx9B/Gff2p26f/AJ5x/wDfw/4U4f61v90f1p1AFeNpvMlwiff5+c/3R7VJun/55x/9/D/hRF/rJv8AfH/oIqSgCFGm2nEcfU/xn1+lO3T/APPOP/v4f8KdH90/7x/nTqAIY2m8tcRx9B/Gf8KJGm8tsxx9D/Gf8Kkj/wBUn+6KJP8AVP8A7poAbun/AOecf/fw/wCFRzNN5YyiD516Of7w9qsVHP8A6sf76f8AoQoAN0//ADzj/wC/h/wprNNuT93H1/vn0PtU1Nb7yf739DQA3dP/AM84/wDv4f8ACmlpvMH7uPof4z7e1TU0/wCtX/dP9KAG7p/+ecf/AH8P+FNDTeYf3cfQfxn39qmpo/1rf7o/rQA3dP8A884/+/h/wqONpvMlwiff5+c/3R7VYqOL/WTf74/9BFABun/55x/9/D/hTUabacRx9T/GfX6VNTY/un/eP86AG7p/+ecf/fw/4U2NpvLXEcfQfxn/AAqamx/6pP8AdFAEcjTeW2Y4+h/jP+FO3T/884/+/h/wp0n+qf8A3TTqAK8zTeWMog+dejn+8PapN0//ADzj/wC/h/won/1Y/wB9P/QhUlAELNNuT93H1/vn0PtTt0//ADzj/wC/h/wpzfeT/e/oadQBCWm8wfu4+h/jPt7U7dP/AM84/wDv4f8ACnH/AFq/7p/pTqAIQ03mH93H0H8Z9/anbp/+ecf/AH8P+FOH+tb/AHR/WnUAV42m8yXCJ9/n5z/dHtUm6f8A55x/9/D/AIURf6yb/fH/AKCKkoAhRptpxHH1P8Z9fpTt0/8Azzj/AO/h/wAKdH90/wC8f506gCGNpvLXEcfQfxn/AAokaby2zHH0P8Z/wqSP/VJ/uiiT/VP/ALpoAbun/wCecf8A38P+FRzNN5YyiD516Of7w9qsVHP/AKsf76f+hCgA3T/884/+/h/wprNNuT93H1/vn0PtU1Nb7yf739DQA3dP/wA84/8Av4f8KaWm8wfu4+h/jPt7VNTT/rV/3T/SgBu6f/nnH/38P+FNDTeYf3cfQfxn39qmpo/1rf7o/rQA3dP/AM84/wDv4f8ACo42m8yXCJ9/n5z/AHR7VYqOL/WTf74/9BFABun/AOecf/fw/wCFNRptpxHH1P8AGfX6VNTY/un/AHj/ADoAbun/AOecf/fw/wCFNjaby1xHH0H8Z/wqamx/6pP90UARyNN5bZjj6H+M/wCFO3T/APPOP/v4f8KdJ/qn/wB006gCvM03ljKIPnXo5/vD2qTdP/zzj/7+H/Cif/Vj/fT/ANCFSUAQs025P3cfX++fQ+1O3T/884/+/h/wpzfeT/e/oadQBCWm8wfu4+h/jPt7U7dP/wA84/8Av4f8Kcf9av8Aun+lOoAhDTeYf3cfQfxn39qdun/55x/9/D/hTh/rW/3R/WnUAV42m8yXCJ9/n5z/AHR7VJun/wCecf8A38P+FEX+sm/3x/6CKkoAhRptpxHH1P8AGfX6U7dP/wA84/8Av4f8KdH90/7x/nTqAIY2m8tcRx9B/Gf8KJGm8tsxx9D/ABn/AAqSP/VJ/uiiT/VP/umgBu6f/nnH/wB/D/hUczTeWMog+dejn+8ParFRz/6sf76f+hCgA3T/APPOP/v4f8KazTbk/dx9f759D7VNTW+8n+9/Q0AN3T/884/+/h/wppabzB+7j6H+M+3tU1NP+tX/AHT/AEoAbun/AOecf/fw/wCFNDTeYf3cfQfxn39qmpo/1rf7o/rQA3dP/wA84/8Av4f8KjjabzJcIn3+fnP90e1WKji/1k3++P8A0EUAG6f/AJ5x/wDfw/4U1Gm2nEcfU/xn1+lTU2P7p/3j/OgBu6f/AJ5x/wDfw/4U2NpvLXEcfQfxn/CpqbH/AKpP90UARyNN5bZjj6H+M/4U7dP/AM84/wDv4f8ACnSf6p/9006gCvM03ljKIPnXo5/vD2qTdP8A884/+/h/won/ANWP99P/AEIVJQBCzTbk/dx9f759D7U7dP8A884/+/h/wpzfeT/e/oadQBCWm8wfu4+h/jPt7U7dP/zzj/7+H/CnH/Wr/un+lOoAhDTeYf3cfQfxn39qdun/AOecf/fw/wCFOH+tb/dH9adQBXjabzJcIn3+fnP90e1Sbp/+ecf/AH8P+FEX+sm/3x/6CKkoAhRptpxHH1P8Z9fpTt0//POP/v4f8KdH90/7x/nTqAIY2m8tcRx9B/Gf8KJGm8tsxx9D/Gf8Kkj/ANUn+6KJP9U/+6aAG7p/+ecf/fw/4VHM03ljKIPnXo5/vD2qxUc/+rH++n/oQoAN0/8Azzj/AO/h/wAKazTbk/dx9f759D7VNTW+8n+9/Q0AN3T/APPOP/v4f8KaWm8wfu4+h/jPt7VNTT/rV/3T/SgBu6f/AJ5x/wDfw/4Ubp/+ecf/AH8P+FSUUAf/2Q==)

**Figure 22: Physical entity-relationship diagram**

# **Appendix:**

## **D1 Administrator Notes: Rafay Vohra**

Further Clarification

- In depth clarification in describing “recommended WP project”.  
- More context about the current system in place.  
- Further explanation about the log-in system - where can customers log in from?

Wording

- Place emphasis on the wording of the D1 deliverable for the entirety of the document.  
- Re-word document to omit any uncertainties.   
Ex.) Provide reasoning for certain sentences.

## **D2 Administrator Notes: Johnny Truong**

Establish:

- Words  
display reward points.  
disburse customer's points.

- If you have an appointment, is it possible a credit can be utilized against the customer's account reward separate from the general account of each customer.

- Use Case  
Create reward account.  
description for use case.

## **D3 Administrator Notes: AJ De Castro**

Wording

- Be specific about words like data and information, add more context wherever necessary.  
- Avoid vague terms.  
  
Diagram

- Concise labels.  
- Fix lines, repeating customer is acceptable. (level 0)  
- Same for context.  
- Elaborate system.

Processes:

- Keep to five processes only.  
- Processes can include creating a customer account, deleting rewards account, using the points, system sending out promo codes for birthdays, system sending emails.

## **D4 Administrator Notes: Aksha Matharu**

- Remove the boxes around the cardinality identifiers

- The Returns Customer profile and Check In cardinality identifier needs to be renamed to something which is congruent and can be read both ways, example- Checked In, Checked In By

- Log-in Credentials table and Nail Bars table

- 1:1 relationship can be used between the Log-In Credentials table and the Nail Bar Rewards table.

- Remove the word System from the Nail Bar Rewards table.

- Migrate Cust\_ID from Log-In Credentials to the Nail Bar Rewards table as a Foreign Key

- Take Store\_ID and Cust\_ID and make it a composite key in Nail Bar Rewards table.

- Migrate Cust\_ID to the Customer table as a Foreign Key.

## **D5 Administrator Notes: Jide Adetunji**

- Textual descriptions to supplement each wire frames.  
- A couple of sentences of what the wire frames is.