

Problem Definition

Client Wheels

Problems with current system

- It is difficult to answer queries
- The hire and return processes are slow
- Having one card for each bike means that Annie has to look out a number of cards and write the same name and address on each one if a customer hires more than one bike
- Producing one receipt for a hire of more than one bike is very complicated and can lead to miscalculations
- Staff have a feeling that customers are not particularly happy with the current hire system.

Objectives of new system

- To provide an efficient and speedy hire process
- To simplify the situation where a customer hires more than one bike
- To record details of customers and previous hires for marketing purposes, and to simplify dealing with requests for the same bike as hired previously
- To improve overall customer satisfaction.

Scope of new system

- The project will encompass the following areas of the business:
- Hire procedures
- Return procedures
- Recording bike details
- Some marketing to regular customers.
- The project will not cover payroll, personnel or general accounting.

Preliminary ideas

- Carry out a customer survey about current procedures
- Design a user-friendly, computerized bike card
- Provide facilities for the system to handle hiring of multiple bikes more efficiently.

Recommended action

- Design and agree questionnaire for customer survey
- Investigate information to be stored about customers
- Review design of the bike card using the computer.

Figure 2.6 Initial problem definition for Wheels