

SIT773 Software Requirements and Analysis

Pass Task 1.1: Identifying and documenting pain points and writing a problem statement

Overview of the task

This week you have explored different aspects of software development, challenges of building software, problem domain, pain points and how to write a problem statement.

In this task, you need to review the case study presented below and write a problem statement for it and a brief report outlining any pain points you identify.

Case study:

Leckie's Choice (LC) began as a small business 20 years ago and has grown to have multiple store locations throughout Victoria.

Currently, LC is a distributor, wholesaler and retailer of residential and industrial electrical equipment, supplies and services. The company also provides installation and services in areas such as energy management, solar systems, home automation, surveillance systems and data and communication equipment.

LC has well trained, knowledgeable staff that understand their customers, through which the business builds and maintains strong, professional relationships. The company has an informative web site, however, customer orders are mainly dealt with over the phone and e-mail at local branches as the business website does not support ordering.

The owners of the business are transitioning into retirement, leaving their son and daughter, John and Ruby, in charge. John and Ruby are concerned that the business is not keeping up with the times as the market is becoming more and more competitive. This is creating a new challenge for the business. Both of them have observed that total quarterly sales have declined. In addition, customer queries have recently doubled, increasing the workload for LC's sales staff.

Some customers have commented that ordering and delivery take too long and consequently, they've proceeded to purchase products directly from other wholesalers. Customers have also reported that they are receiving more attractive promotions and loyalty rewards from other wholesalers.

John has identified that the current marketing and product promotion policies of LC do not reflect their customers' expectations. A new marketing manager has been appointed who is sorting through feedback left by customers in order to develop plausible promotion policies and customer loyalty rewards programs. While the new marketing manager is working hard to try and develop these programs, John understands that the result does not guarantee an increase in customer traffic or loyalty.

Ruby shares a common view with John. Both of them believe that for the company to remain competitive, it needs to use technology to its advantage but they are both unsure about how to do this.

John and Ruby have approached you, a software engineer, to identify problem areas, make recommendations and propose solutions that will help to ensure the company stays economically viable in the future.

In this task you will write a problem statement based on LC's business case.

Submission Details

Submit the following to OnTrack:

- A brief report outlining the pain points you identified.
- Your problem statement based on the provided case study.

Instructions

1. Review related steps and examples in regards to problem statements, pain points, problem and solution domains and the challenges faced when building software.
2. Complete the task at the end of each article and get feedback from your fellow students so that you can develop a good understanding of each concept covered.
3. Review the given example on how to write a problem statement in the relevant step.
4. Based on the scenario above, identify the challenges that LC is currently facing.
5. Clearly outline the pain points of LC's business situation and the reason you believe that these pain points require resolution.
6. Based on your findings, write a problem statement.
7. Prepare a short report describing the pain points that you identified.
8. Submit your work to OnTrack.