Business Requirements Document

1. Business context

1. Ovweview

Our company, a prominent Canadian hotel chain brand, has recently experienced a significant surge in popularity. This unexpected growth has revealed that the third-party platform we currently utilize is inadequate to meet our evolving needs. Consequently, there is an urgent requirement to transition to a new platform that can adequately support our expanding operations.

1. New Platform Requirements

The new platform must cater to essential operational management and integrate a hotel data analysis system. It is intended to serve as a robust technological support for each franchisee and distributor within our network, ensuring that every unit can seamlessly function and collaborate.

1. User Accessibility

It is crucial that the system is designed with a user-friendly interface, especially since it will be directly used by our entry-level employees. Their interaction with the system is vital for the day-to-day operations, making ease of use a priority to enhance efficiency and productivity.

1. Executive Oversight

- \*\*CFO's Role:\*\* The Chief Financial Officer will delineate the data requirements and oversee the budget allocation for each component of the new system. This includes ensuring that the financial aspects of the platform align with our company's fiscal strategy and resource allocation.

- \*\*CEO's Decision-Making:\*\* The Chief Executive Officer is responsible for evaluating the data's relevance and effectiveness, ultimately making the decisive call on the platform's adoption to ensure it aligns with our strategic objectives.

- \*\*COO's Operational Focus:\*\* The Chief Operating Officer will concentrate on the operational facets, particularly housekeeping and data security. This focus ensures that the platform not only meets but enhances our operational standards and protocols, safeguarding our data and optimizing our service delivery.

2. Project Main Objectives

2.1. Expansion Goal

The overarching objective of our project is to significantly expand our footprint within the next decade, with a target of opening 30 new outlets. This ambitious expansion aims to establish our brand as the premier hotel chain across Canada, leveraging our current momentum to secure a leadership position in the hospitality industry.

2.2. Deployment Strategy

Our expansion strategy is intricately tied to Canada's rich tourism resources, which remain underutilized in certain regions, such as the Maritime provinces. These areas boast significant potential yet lack adequate hotel services, presenting an ideal opportunity for our growth. Our focus will be on attracting the younger demographic, a group that shows promising engagement with travel and hospitality but whose needs are not fully met in these regions.

By strategically positioning our new outlets in these resource-rich yet underserved areas, we aim to tap into the latent demand for quality accommodation and services. This targeted approach not only aids in our expansion but also contributes to enhancing the tourism infrastructure in these locales, potentially driving more visitors and fostering regional economic development.

Our deployment strategy is not just about expansion but also about being a catalyst for change in the Canadian tourism landscape, providing services that resonate with the needs and preferences of the younger generation while promoting sustainable tourism growth.

2.3. System-Supported Main Business Operations

2.3.1. Core Services

- \*\*Accommodation Services:\*\* Central to our operations, the system will facilitate efficient room booking, check-in, and check-out processes, ensuring guests enjoy a smooth and welcoming experience.

- \*\*Spa and Wellness:\*\* A dedicated module will support our spa and wellness offerings, allowing guests to book massages and other treatments, contributing to an overall premium experience.

- \*\*Laundry Services:\*\* The platform will integrate laundry service requests, enabling guests to easily access these services during their stay, enhancing convenience and satisfaction.

- \*\*Dining and Beverages:\*\* Our system will support restaurant and bar services, allowing for reservation management, menu browsing, and potentially integrating order-ahead features.

- \*\*Gym Facilities:\*\* The platform will include functionalities to manage gym access and services, including fee collection and scheduling for any special classes or offerings.

- \*\*Shuttle Services:\*\* To enhance the guest experience, our system will support shuttle service bookings to nearby attractions, adding value to their stay and encouraging exploration of the locale.

2.3.2. Service Tiering

The platform will be designed to accommodate different service tiers, aligning with the diverse economic backgrounds of our guests. By offering a range of service levels, we can cater to varying budgetary requirements, ensuring inclusivity while optimizing revenue.

- The system will enable pricing and service customization according to local economic standards and guest expectations, ensuring competitive and attractive offerings across all our locations.

2.3.3. Operational Model

Each hotel within our chain will operate under a direct management model, ensuring consistent quality and service standards across all locations. The platform will be instrumental in standardizing operations, facilitating centralized monitoring, and enabling swift adjustments to operations at any location, thereby maintaining our brand's reputation for excellence and reliability.

4. Primary System Stakeholders

#### Internal Employees (Staff)

- The system is designed with a user-centric approach to cater to the daily operational needs of our internal employees. These include various departments such as front desk staff, housekeeping, culinary teams, spa personnel, and management teams at different levels.

- Employees will interact with the system for a range of functions, from managing reservations and service requests to accessing operational data and guest information. The system's efficiency and user-friendliness are crucial for staff to perform their roles effectively, enhancing overall productivity and guest satisfaction.

- Training modules and support features will be integrated to assist employees in adapting to the new system, ensuring they can leverage its full potential to streamline operations and improve service delivery.

#### External Customers (Guests)

- Guests are the end beneficiaries of the system, with their experience being directly influenced by the platform's efficiency and capabilities. The system will interface with guests through various touchpoints, such as online bookings, service requests, and during their stay at the hotel.

- The platform will provide a seamless, intuitive, and responsive interface for guests to interact with our services, from booking rooms to requesting specific amenities or services. This interaction is vital for enhancing guest satisfaction and loyalty, directly impacting our brand's reputation and success.

- By offering a personalized and engaging user experience, the system will play a key role in attracting and retaining guests, aligning with our goal to become the leading hotel chain in Canada. The system's design will consider the diverse needs and preferences of our external customers, ensuring it is accessible, intuitive, and responsive to their requirements.

5 ### Measuring Project Success

#### Enhancing Employee Work Efficiency

- The success of the project will be significantly measured by the improvement in employee work efficiency, which should be quantifiable through various data metrics. These metrics might include reduced time for check-in and check-out processes, faster response times to guest requests, and increased efficiency in housekeeping and maintenance operations.

- The system should provide analytics and reporting features that allow management to track these efficiency metrics over time, identifying trends, areas of improvement, and the impact of system integration on daily operations.

- Employee feedback will also be a crucial indicator of the system's success. Their experiences and suggestions can offer invaluable insights into the system's effectiveness and user-friendliness, guiding further enhancements and adjustments.

#### Growth in External Customer Base

- Another primary measure of success will be the growth in the number of external customers, reflecting the system's impact on improving guest experiences and attracting more business. This growth can be monitored through metrics such as increased booking rates, repeat guest percentages, and positive trends in occupancy rates.

- Customer satisfaction scores, gathered through post-stay surveys, online reviews, and direct feedback, will also serve as critical indicators of the system's success from the guests' perspective. An uptick in positive reviews and ratings can signify successful system integration and its positive impact on guest experiences.

- The system should enable the collection and analysis of this customer data, providing actionable insights that can guide marketing strategies, service improvements, and overall business growth.

In conclusion, the project's success will be evaluated through a blend of quantitative data and qualitative feedback, focusing on both internal operational efficiency and external customer satisfaction and growth. These success metrics will not only validate the effectiveness of the new system but also align with the company's broader objectives to enhance service quality and achieve market leadership.

6 ### Technical Limitations and Regulations

#### Server Location

- The project must adhere to the regulation that requires all servers hosting the platform to be located within Canadian territory. This stipulation ensures compliance with national data protection laws and regulations, enhancing data security and privacy for both the hotel and its guests.

- By situating servers in Canada, the system will likely experience reduced latency, leading to faster data processing and retrieval, which is crucial for real-time operations in the hotel industry. It also positions the company favorably in terms of data sovereignty, an increasingly important factor for businesses operating in multiple jurisdictions.

#### Third-Party Credit Card Services

- The system is required to integrate a secure third-party credit card service to handle all payment processing. This service must meet stringent security standards to protect sensitive customer information and comply with industry standards such as PCI DSS (Payment Card Industry Data Security Standard).

- The choice of a third-party service provider must be made with consideration of their reliability, security measures, and compatibility with the overall system architecture. The integration should ensure a seamless and secure transaction process for guests, maintaining the integrity and confidentiality of their financial data.

- This requirement highlights the importance of cybersecurity and data protection within the system's framework, underscoring the need for robust encryption, secure data transmission, and reliable payment processing mechanisms to safeguard against data breaches and fraud.

7 ### Project Budget

The allocated budget for the development, deployment, and initial operation of the new platform is $2,000,000 CAD. This budget will cover various aspects of the project, including but not limited to:

- \*\*Software Development:\*\* Costs associated with the design, development, and testing of the new platform, ensuring it meets all specified requirements for functionality, user experience, and security.

- \*\*Hardware Acquisition:\*\* Expenses related to purchasing servers, networking equipment, and other necessary hardware. Given the requirement for servers to be located within Canada, the budget will account for any specific costs associated with compliance.

- \*\*Third-Party Services:\*\* Fees for integrating secure third-party credit card services, along with any other external services or APIs that the platform will rely on for its operations.

- \*\*Security Measures:\*\* Investment in cybersecurity measures, including data encryption, secure data storage and transmission, and compliance with relevant standards and regulations to protect guest and operational data.

- \*\*Employee Training:\*\* Costs associated with training staff to use the new system efficiently, including the development of training materials, conducting training sessions, and ongoing support.

- \*\*Contingency Fund:\*\* A portion of the budget will be reserved for unforeseen expenses or overruns, ensuring the project's flexibility and resilience to unexpected challenges.

This budget reflects a comprehensive approach to the project, ensuring that all facets are adequately funded to achieve a successful implementation and meet the strategic objectives of expanding and enhancing the hotel chain's operations and services.

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### Time Constraints

The project is subject to a strict timeline, with a total duration of one and a half years (18 months) allocated for its completion. This timeframe is segmented into several key phases, as outlined below:

1. \*\*Planning and Design (Months 1-3):\*\* Initial months will be dedicated to finalizing the project scope, designing the system architecture, and detailing the specific requirements for the platform. This phase includes stakeholder consultations to ensure all business needs are addressed.

2. \*\*Development and Testing (Months 4-12):\*\* This critical phase involves the actual creation of the software, followed by rigorous testing to ensure functionality, security, and user-friendliness. The development process will be iterative, allowing for adjustments based on feedback and testing outcomes.

3. \*\*Deployment and Integration (Months 13-15):\*\* After successful testing, the platform will be deployed across the hotel chain. This includes setting up the necessary hardware, integrating third-party services, and ensuring that all components work seamlessly together.

4. \*\*Training and Transition (Months 16-17):\*\* Employees will be trained on how to use the new system effectively. This period also serves as a transition phase, where the old system is phased out, and the new system becomes fully operational.

5. \*\*Evaluation and Refinement (Month 18):\*\* The final month will focus on evaluating the system's performance against the project's goals and objectives. Feedback will be collected from users to identify any areas for improvement, and necessary refinements will be made to optimize the system.

This timeline is designed to ensure a systematic approach to the project, allowing for thorough development, testing, and deployment while providing flexibility to address any challenges or adjustments that may arise during the project lifecycle.

9. ### Project Timeline

The project is subject to a strict timeline, with a total duration of one and a half years (18 months). This timeframe is allocated for all phases of the project, from initial planning and development to deployment and full-scale operation. The timeline will be meticulously planned to ensure each phase is given adequate time for completion without compromising quality or functionality.

### Validation and Trial Period

Upon completion of the system's development and initial deployment, a trial period will be instituted to rigorously test the system's performance and user satisfaction. This trial phase is crucial for several reasons:

- \*\*System Evaluation:\*\* It allows for a comprehensive evaluation of the system in a live operational environment, identifying any issues or areas for improvement that were not evident during the development phase.

- \*\*User Feedback:\*\* Both internal staff and external customers will have the opportunity to interact with the system, providing valuable feedback on its usability, efficiency, and overall impact on their experience.

- \*\*Performance Metrics:\*\* Key performance indicators (KPIs) will be monitored closely during this period to assess the system's effectiveness in enhancing employee productivity and improving the customer experience.

- \*\*Customer Satisfaction:\*\* The ultimate measure of success during the trial period will be customer satisfaction. Feedback from guests will be collected and analyzed to determine if the system meets or exceeds their expectations in terms of service quality, ease of use, and overall experience.

The trial period's outcomes will inform any necessary adjustments or optimizations to ensure the system fully aligns with the hotel chain's operational needs and customer service standards. Successful completion of this phase, indicated by positive user feedback and performance metrics, will signify the system's readiness for broader rollout and full-scale operation.

10.

### Operational Processes

#### Operation Stage

1. \*\*Room Reserve Request Handler:\*\*

- The system will feature a comprehensive module to manage room reservations, allowing guests to book rooms through various channels, including online, by phone, or in person. This module will also handle modifications, cancellations, and special requests, ensuring flexibility and convenience for guests.

2. \*\*Check-In / Check-Out System:\*\*

- A streamlined check-in and check-out process will be implemented, minimizing wait times and enhancing guest satisfaction. This system will integrate with the reservation module to access booking details, process payments, and issue room keys or digital access codes.

3. \*\*Housekeeping System:\*\*

- The housekeeping module will optimize the scheduling and management of cleaning and maintenance tasks. It will provide real-time updates on room status, assign tasks to staff based on availability and location, and allow for tracking of task completion.

4. \*\*Inventory Checking System:\*\*

- An inventory management system will be included to monitor and manage supplies and equipment across various hotel departments. This system will help in forecasting needs, preventing shortages, and streamlining the procurement process.

5. \*\*Employee Onboarding and Training:\*\*

- The platform will support staff onboarding and training processes, providing access to training materials, schedules, and assessments. This will ensure that all employees are well-equipped with the knowledge and skills required to use the system effectively and deliver exceptional service.

#### Data Processing Stage

1. \*\*Daily Revenue Processing:\*\*

- The system will automatically process and analyze daily revenue data, providing insights into financial performance, identifying trends, and supporting strategic decision-making.

2. \*\*Daily Staff Scheduling and Management:\*\*

- A staff management module will facilitate the creation and adjustment of employee schedules, ensuring optimal staffing levels across various departments. It will also allow for monitoring of staff attendance, performance, and compliance with training requirements.

3. \*\*Company Documents:\*\*

- The platform will include a repository for essential company documents, such as policies, procedures, and operational manuals. This will ensure that all employees have easy access to up-to-date information, fostering consistency and compliance across the organization.

These operational processes are designed to enhance efficiency, improve service quality, and support the hotel chain's expansion goals, ensuring that the platform serves as a solid foundation for the brand's continued success.