<Sweet Karoline's Cakes Website>

Vision (Small Project)

Version <1.0>

Revision History

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| --- | --- | --- | --- |
| **Date** | **Version** | **Description** | **Author** |
| 07/09/18 | 1.0 | Started the vision document and added necessary information. | Shane Bell |
| 9/28/18 | 2.0 | Added Appendix A | Jayna Winchester |
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A.1 Feasibility Analysis

Vision (Small Project)

# Introduction

The purpose of this Vision document is to outline the problem that we as a group are going to solve for Sweet Karoline’s Cakes. We will build a website that meets the client’s needs. In order to accomplish this task throughout this document we will document what we know about the client’s business processes in order to be sure that we have an accurate understanding of the work environment, and the final product that the client wants realized.

## References

Appendix A: Feasibility Analysis including Cost-Benefit Analysis

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | not having any sort of online website for e-commerce. |
| affects | Karoline and any future employees. |
| the impact of which is | great, since the business could grow much larger with the proper online presence. It would also provide the business with the means to properly track and consolidate customer and inventory information in one location making it more efficient. |
| a successful solution would be | A website that gives Karoline the ability to conduct business much easier over the internet. It would include a backend database for customers and inventory, online order forms to expedite and consolidate customer orders and information in one place, scheduling solutions to help manage orders, and the ability to conduct online promotions and customer relations. |

## Product Position Statement

|  |  |
| --- | --- |
| For | customers. |
| Who | need a custom cake or cupcakes. |
| The Website | is an e-commerce site. |
| That | is custom made for the needs of Sweet Karoline’s Cakes. |
| Unlike | a website made from a template, such as a WordPress site. |
| Our product | helps simplify the various business processes you use. |

# 

# Stakeholder and User Descriptions

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| 1. Karoline Gardner | 1. Owner of the business and website | 1. Ensures all necessary features are implemented, approves necessary funding, and monitors the project’s progress to be sure all needs are met. |

## User Summary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Description** | | **Responsibilities** | **Stakeholder** |
| 1. Karoline Gardner 2. Customer | | 1. Owner and operator of the system 2. Visitor to the website system | 1. Works with development team 2. Use system’s key features |  |

## User Environment

Karoline Gardner as of right now is the sole user of the business. In the future if business picks up with the implementation of a website she may hire additional employees. Right now, the task cycle is much longer than we plan it to be but varies widely depending on the cake being produced. Karoline has a difficult time keeping track of orders due to them coming from multiple locations be it a phone call, Facebook, or other form of messaging. The business is running out of Karoline’s home and plans to be ran that way for the time being. There are no major applications in use right now, but it was mentioned Karoline would like to use WordPress, and integrate the website with some sort of online pay.

## Summary of Key Stakeholder or User Needs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Need** | **Priority** | **Concerns** | **Current Solution** | **Proposed Solutions** | |
| 1. Greater online presence  2. Accounting System  3. Customer Database  4. Online ordering process  5. Ability to schedule to show when booked. | 1. High  2. High  3. High  4. High  5. Low | 1. Time to implement  2. Ease of use  3. Ability to maintain after initial implementation  4. Ability to include reasonable down payment online  5. Time to create cakes varies greatly depending on the order | 1. Facebook Page  2. Quicken software  3. Memory, multiple locations.  4. Orders taken at multiple locations, usually by phone or Facebook  5. Must tell customer by phone that the order will not be able to be filled. | | 1. Custom website  2. Back office accounting system via the website  3. Database on backend of website  4. Online webform via the website  5. Calendar displayed on website that allows the client to block out dates that are currently booked. |

## Alternatives and Competition

An alternative to our proposed website is a template-built website such as Squarespace or Wix. A strength of the template website is that it’s simple to implement. The template website weakness is that it wouldn’t include all of the features of a custom site, such as back office accounting and an inventory system. Another alternative to our proposed website is the current solution of having a Facebook business page. While this is easy to create and easy to find as a customer, a Facebook page lack many necessary features of a custom website. Features like taking orders, inventory management, back office accounting, and more.

# Product Overview

## Product Perspective

The product is a website that fulfills the client’s needs as an online business. The website will act as a central location for the client to conduct business and interact with customers. The main features of the product will include, an accounting system, customer database, online ordering, social media connection, online payment, scheduling, and a gallery of previously done work. It will be similar enough to websites that are currently implemented by other custom cake websites that it is still user friendly, but also have the backend to help the client conduct their side of the business.

## Assumptions and Dependencies

1. We assume that a Windows PC, Mac computer, or Linux computer will be used by our users.
2. We assume that a modern Web Browser, such as Chrome, Firefox, Safari, or Edge is used by our users.
3. We assume that our users have a general working knowledge of computer systems and the internet.

# Product Features

Inventory System – a system to track items needed and used to create the bake goods, necessary for profit calculations

Customer Log in – requires a customer database, makes ordering easier on customers

Order Taking – ability for customers to make an order online, needed to make ordering a simpler process

Accounting System – track income and expenses in one place, this simplifies the business process

Scheduling System – schedule and track orders that have been created

Priorities:

Scheduling System – high priority

Order Taking – high priority

Customer Database – low priority

Inventory System – low priority

Accounting System – low priority

# Other Product Requirements

Inventory System Requirements – server, database, medium priority

Customer Log in Requirements– server, database, high priority

Order Taking Requirements – server, database, high priority

Accounting System Requirements – server, database, medium priority

Scheduling System Requirements– server, database, medium priority

# Appendix A

## A.1 Feasibility Analysis

### Technical Feasibility

As a team of CIS undergrad students, we are unfamiliar with the baking industry, creating a high risk however this can be resolved by maintaining communication with the client who is familiar with the systems function area. This team is familiar with the technology used in the systems such as implementing databases, building websites and incorporating services into those websites. The project size is small creating a low risk. The system will be held within a cloud service therefore it will be compatible with the businesses current technology as it will not require any additional equipment or interrupt any current business processes or systems.

### Organizational Feasibility

The project champion is Dr. Barker, he initiated the project and provides some of the resources required for this system. The senior management can be considered to be Karoline Gardner, as she is the only management within the business and allocated the funds for creating this system. The system users are Karoline Gardner in relation to the accounting, inventory, and customer database features. The online ordering feature will be used by the business's customers. The users for the scheduling system will be both the business and the customers. This is strategically aligned with the business because the system is only automating the current business processes.

### Economic Feasibility

The assumption is that the business makes 4 cakes a month or 48 cakes a year at an average of $50 a cake. This totals to a revenue of $2400. We also assume that her time is worth $25 hour and she takes a total of 5 hours to finish a cake order.

Revenues

With these assumptions, we conclude that she loses $600 a year from lacking an accounting system due to spending 2 hours a week with a less efficient system at $25 per hour. A loss of $1300 from lacking a customer database due to the current system costing the business an hour a week. $1300 loss from having a less efficient scheduling system assuming it currently cost the business an hour a week. The current ordering system costs $1200 due to the time she could have not researching order details (an hour per cake at 4 cakes a month). Lastly, there is a loss of $200 from lacking an inventory tracking system which costs the business for every ingredient that the business must spontaneously grab ($150 for time taken to get an ingredient every 2 months and $50 in ingredient costs).

This totals a $4600 loss. By implementing the system Sweet Karoline's Cakes will be able to regain that $4600, added to her $2400 to have a revenue of $7000 annually. In a 5-year cost-benefit analysis we also accounted for a 3% inflation rate every year.

Costs

The average domain costs $15 a year. The cost of using WordPress as the companies CMS is $300 and the average database is $75. Using PayPal as the business's payment system cost $35 a month for all eCommerce features and integration of a virtual terminal into the website, totaling $420 a year. Every PayPal transaction is charged a 2.9% + $0.30 fee. Assuming she uses PayPal for 80% of her transactions (the other 20% being cash or check) that totals $1094.54. Additionally, there is a one-time $25 cost of purchasing the a mobile card reader. Annual hardware costs are assumed $100 with a 3% inflation rate. Annual inventory costs are estimated $300 at a 3% inflation rate.

Developmental costs of labor would total $9616.95. This is from two Business analyst that make 34.37 an hour considering they work 40 hours a week 50 weeks per year. One project manager that makes $41.01 considering they work 40 hours a week 50 weeks per year. That information was taken from glassdoor.com. two developers that makes $32.50 per hour and one database manager that makes $38.96 per hour. That information is from bureau of labor and statistics for Kentucky. This is not calculated into costs because the labor is a gift.

Net Present Value and Return on Investment

For the 5 year cost-benefit analysis: total benefits are $37,164; total cost are $8,554.94; total profits are $28,610.06.

NPV is $23,396.88

ROI is 334%

Break-Even point is after year one.

