

# Business Assumptions

No	Business concern	Solutions or success points
1.	What are the user needs?	<p>A central desktop based system that functions as both a data repository and automated tool which allows associates to:</p> <ul style="list-style-type: none"><li>• Create a customer account</li><li>• Delete a customer account</li><li>• Add an order for an existing customer</li><li>• View and overview of the orders for a customer</li><li>• Mark an open order as completed</li></ul>
2	How will we provide these needs?	<p>Through designing a simple desktop application that automates and streamlines associate's workflows, i.e the retail processes behind managing customers media conversion orders.</p>
3.	Who are the initial users?	<p>The owner and staff of the tape conversion business</p>
4.	#1 User Value from Product	<p>Efficient and easy management of client information and orders</p>
5.	Additional User Benefits	<ul style="list-style-type: none"><li>• Decreased time managing clients and orders with current methods and thus increased time to attend to other duties.</li><li>• Decreased time training staff on placing orders.</li></ul>

		<ul style="list-style-type: none"> <li>• Less stressful work environment: no searching for poorly filed or missing paper records.</li> <li>• Not having to rely on memory for customer orders not properly logged in excel sheet.</li> </ul>
6.	How will users be acquired (for research purposes)?	<ul style="list-style-type: none"> <li>• In-person recruitment in the classroom</li> <li>• In-person recruitment in the inforum</li> </ul>
7.	How will we make money?	N/A
8	Primary Market Competition	<p>Existing off-the-shelf Order management systems (refer to Appendix A.)</p> <p><b>Media Conversion companies:</b> Digital Treasures(<a href="http://www.digitaltreasures.ca/">http://www.digitaltreasures.ca/</a>)</p>
9	How will we beat competition?	<ul style="list-style-type: none"> <li>• Providing ease and clarity of use with new system.</li> <li>• Simplifying the UI components of the platform to support employee task flows.</li> </ul>
10	What are our biggest product risks?	<ul style="list-style-type: none"> <li>• Failed registration of a client</li> <li>• Clients being deleted accidentally</li> <li>• Clients not being deleted successfully</li> <li>• Orders not being saved successfully</li> <li>• Order information applied to the wrong client</li> </ul>
11	How will we solve potential product risks?	<ul style="list-style-type: none"> <li>• Instant feedback on whether a step or task in the system has failed (i.e. not being able to build an order or customer profile based on standard errors, ex: wrong postal code format)</li> </ul>

		<ul style="list-style-type: none"> <li>● Feedback to make user verify deletion and option to reverse decision</li> <li>● Instant feedback on successful deletion</li> <li>● Instant feedback on successful saving of orders</li> <li>● Confirmation feedback to confirm which client the order information is being applied to</li> </ul>
12.	Success will be achieved when the following changes occur with user behavior:	<ul style="list-style-type: none"> <li>● Increased use of the desktop app observed through increased number of client records inputted into the system - can be observed through simple tally</li> <li>● Decreased task-completion time for users tracking customer orders.</li> <li>● Reduction in customer order errors based on time analysis (before and after implementation associate errors reports).</li> </ul>
13	Additional Assumption (if proven false) that may cause product/business failure?	<ul style="list-style-type: none"> <li>● All staff are able to use a desktop interface</li> <li>● Staff are willing to take the time to learn how to use the new Desktop app</li> <li>● The Desktop computers in the store are older generations of the Apple Macbook that run on MAC OSX, so this system has to be able to run on MAC and run efficiently.</li> </ul>

## 4. User Assumptions

No	User Concerns	Solutions or Success Points
1	Who is the user?	All Staff and Management that work at the tape conversion business.
2	Where does our product fit into user work or life	Provides a central resource for store associates to perform a variety of work duties: <ul style="list-style-type: none"><li>• Create customer profiles for future or current reference</li><li>• Update customer contact information</li><li>• Build customer orders for new or existing customers</li><li>• Provide updates to customer orders for other associates</li><li>• Look-up current or past customer orders.</li></ul>
3	What problems does our product solve?	Summary of issues: <ol style="list-style-type: none"><li>1. Time-consuming storage of paper records.</li><li>2. Redundant data entry on paper-forms for returning customers</li><li>3. Extensive data entry into a large excel sheet requiring constant editing and updating.</li><li>4. Longer and more complicated workflows for associates looking up customer information.</li><li>5. Frequent mis-communication and misplacement regarding customer orders between store-associates.</li><li>6. Prolonged wait-times for customers.</li></ol>
4	When and how is our product	<b>How is the product used:</b>

	used?	<p>The customer service desk houses 2 Macbook laptops purchased in 2014 integrated with an RFID scanner. The desktops will have the Order Management Software directly installed on them.</p> <ol style="list-style-type: none"> <li>1. Store Associates will simply enter the log-in credentials provided to them (by the manager) to use the application.</li> <li>2. Associates all share a single account to use the application.</li> <li>3. Associates typically will leave their names in the order notes, so the manager can monitor who has completed each order.</li> </ol> <p><b>When is the product used?</b> During standard business operation hours: Monday-Friday (9am to 8pm) and Saturday and Sunday (10am to 7pm)</p>
5	What features are important?	<ol style="list-style-type: none"> <li>1. The ability to integrate with an on-premise database which stores all customer and order information.</li> <li>2. The ability to save all updates and new information entered into orders and customer profiles.</li> <li>3. The ability to create or delete customer accounts and orders seamlessly.</li> <li>4. The ability to look-up past orders, and update incomplete or in-progress orders.</li> <li>5. The ability to create notes on all orders.</li> <li>6. The ability to easily search any order by-date, by customer</li> </ol>

		<p>name/phone, or by order-number.</p> <ol style="list-style-type: none"> <li>7. The ability to easily search customer profiles by name, or by phone number.</li> <li>8. The ability to update customer order status: open, incomplete, in progress, and closed. (support business rules)</li> </ol>
6	How should our product look and behave	<p><b>Look:</b></p> <ol style="list-style-type: none"> <li>1. Minimal non-essential screen components</li> <li>2. Simple and clear navigation labels for wayfinding on any task step and on any screen.</li> <li>3. Effective use of negative space for user comprehension of screen components.</li> </ol> <p><b>Behave:</b></p> <ol style="list-style-type: none"> <li>1. Provides immediate feedback text after actions are initiated (i.e: errors, next steps, or successful completion of task)</li> <li>2. Provides error-correcting mechanisms (back buttons).</li> <li>3. Provides simple and clear navigation to home screen (home screen is a clickable image or logo.</li> <li>4. <i>Note: The prototypes convey the app in full-screen mode only, but upon implementation the app will orient the screen interface elements depending on how small the users makes the screen.</i></li> </ol>