ANONLIS Webstore Case Introduction

Overview

An anonymous graduate school of library and information science (ANONLIS) is in the process of evaluating several revenue making ideas in order to help relieve the extreme economic pressure being placed upon its programs by its parent institution. One idea that has gained substantial support is to sell ANONLIS-branded merchandise through a Web-based online store that would be connected to (but separate from) the existing ANONLIS Web site. The tentative name planned for this e-commerce site is ANONLIS Webstore.

Charter

You have been assigned to act as the systems analyst for this project. As such, you will be gathering requirements for the proposed system, organizing them, and expressing these requirements using various modeling techniques. Your activities on this project will be a series of "skills practice" assignments that accomplish some part of the modeling process.

Background

There is already some history of selling ANONLIS-branded merchandise. Various items have been sold through the administrative office over the last several years. These have included water bottles, sweatshirts, and polo shirts. Who exactly has organized and benefited from these sales is unclear. Additionally, at least one student organization has a history of offering a T-shirt for sale each year. The design, production and sale of this T-shirt has been handled by the student organizations itself. While the shirts have not typically been ANONLIS-branded, they are strongly associated with ANONLIS by the community. ANONLIS leadership does not wish to interfere with the fundraising efforts of existing organizations within the school that have been based upon merchandising. Accordingly, it is hoped that existing merchandising programs can use the ANONLIS Webstore as another channel for sales and that some reasonable accommodations can be made with these groups regarding sharing revenues and costs.

Business Vision

ANONLIS leadership wants to offer a limited number of items at any one time on the Webstore. Some few items are expected to be offered indefinitely and they are expected to be regarded as items that every ANONLIS student, faculty member, or alum "must have". Other items are expected to be one-time, seasonal, or annual items to encourage Webstore visitors to purchase these items before they are gone forever. Expected merchandise includes items like T-shirts, sweatshirts, hats, coffee mugs, water bottles, canvas bags, pens, and paperweights. Nevertheless, ANONLIS leadership is convinced that offering the full range of branded merchandise typically found at a university bookstore (from baby booties to golf balls) would be a mistake. This has driven the vision of the Webstore offering a limited number of items at any one time.

Requirements Gathered Thus Far

The ANONLIS Webstore system is expected to support the following features:

- Prospective customers may browse the store online and purchase available goods.
- Customers may purchase more than one item at a time.
- Customers must pay for merchandise using a credit card (no cash sales allowed).
- Customers may choose to have their merchandise shipped using USPS Priority Mail, or they may choose to pick up their purchase at the administrative office.
- All sales are final. Returns or refunds are not allowed.
- Prospective customers may send messages to ANONLIS Webstore personnel directly via the Webstore system.
- Inventory will be tracked such that ANONLIS Webstore personnel can inquire at any time about inventory levels.
- Customers will be prevented from ordering items that are out of stock.
- The ANONLIS Webstore system will create picking and shipping/delivery documents so that Webstore personnel will be able to place purchases into packages and deliver them to either the USPS or the administrative office.
- The Webstore system will create a list of charges by day by credit card vendor so that Webstore personnel will be able to reconcile accounts with credit-card vendors.
- The Webstore system will create a list of sales by item for use by Webstore personnel in managing the distribution of funds to the appropriate groups within ANONLIS.
- The Webstore system will create an inventory report for use by Webstore personnel in managing ordering, pricing, and related decisions.

More to Follow

More details of the ANONLIS Webstore project will be shared with you as we go through the semester. In the meantime, you may direct questions about the ANONLIS Webstore to Kevin Trainor via the Open Discussion Forum on your course Moodle page.