

## Week 3 - Handout 1

### Whaler Project Introduction and Description

#### Key People:

Paul M<sup>c</sup>Andrews – Founder of ALB

Irene Davies – Whaler Project Manager (ResTech)

John Rehn – ALB

YOU – Requirements Analyst, ResTech

You are a **requirements analyst** recently hired by a software development company called ResTech, a medium-sized organisation with offices around the world. ResTech has just won a project to develop an e-commerce system for Anytime Leisure Boats (ALB) Corporation. Your task is to establish the requirements for the new ALB Website as part of the 'Whaler Project'.



*A Boston Whaler boat*

ALB was founded by Paul M<sup>c</sup>Andrews about a year ago, with the mission of creating a global boat rental company, similar in many respects to car rental companies such as Hertz and Avis. ALB has consequently been buying up boat companies around the world to establish a significant international presence. The new e-commerce system is code-named "Whaler" after Paul's grandfather's 17-foot Boston Whaler boat. Hence, the name 'Whaler Project'.

You are provided with some additional information in the attached **APPENDIX** (source – Irene Davies):

- Findings on ALB (from ResTech Marketing) {Attachment 1}
- ALB Vision (from John Rehn, ALB) {Attachment 2}

You need to consider:

<b>The Users of the System</b>
<b>Functional Requirements for the System</b>
<b>Nonfunctional Requirements for the System</b>
<b>What needs to be done next to further refine your understanding of the requirements for the system?; what elicitation methods might you use?; which stakeholders should be engaged in the process?</b>
<b>Website Design – once you have established the requirements, you might examine existing Websites to get some ideas for the design and features of the new ALB Website.</b>

## APPENDIX

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From: Irene Davies (IreneD@)restech.com)

To: The Whaler project requirements development team  
cc:

Subject: Whaler system descriptions

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Dear Whaler requirements development team:

Find attached:

1. A report summarizing some findings about ALB that I received from our marketing department
2. An e-mail that I received from John Rehn of ALB summarizing his vision of the System

Regards,

Irene Davies  
Whaler Project Manager (ResTech)

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## **Attachment 1: Findings on ALB (by Res Tech Marketing)**

ALB was founded by Paul McAndrews about a year ago with the mission of creating a worldwide boat rental company having a similar business model as Hertz or Avis.

Before starting ALB, Paul worked in the car-rental industry for about 10 years. However, his love of boats kept drawing him back to the idea he has had since college. After conducting some research, Paul noticed that most boat rental services were small, local operations. There were also several Web sites that provided central reservation services for these small operations and individuals. These reservation sites act as middlemen, connecting renter and owner. For that service, the reservations sites are paid a commission by the owner. From evidence Paul collected, he recognized that the level of service renters received was low, scheduling mistakes were frequent, and the quality of boats renters received was low.

After talking with a college friend who had gone into investment banking, Paul learned about the strategy of "roll-ups." With this strategy, an investor acquires many small businesses and rolls them up into one large business. This had occurred in the mortuary industry in the United States some time ago, where family-owned mortuaries were rolled up into a large company. The advantages are significant in terms of economies of scale, greater supplier leverage, and branding. (See.....  
<http://www.netpreneur.org/events/doughnets/990422/article.html> for an overview of this strategy.)

Thus, with a business plan and the help of his investor friend, Paul received funding to make his dream a reality. He has begun identifying and acquiring small boat-rental companies in target markets around the world.

Paul has code-named the Web-based reservation project "Whaler." The word is very close to Paul's heart. It refers to a make of boat that Paul first experienced as a child growing up. Paul's grandfather owned a 1970, 17-foot Boston Whaler. Paul grew up on his grandfather's Whaler fishing and having fun on the water. Paul recently fully restored his grandfather's Whaler and is extremely proud of it. It has become a symbol of ALB's dedication to quality, safety, and great boating experiences.

A note about Boston Whalers: These boats first appeared on the market in 1956. Their innovation was a fiberglass foam-core construction method that made the boats unsinkable. Early advertisements for Boston Whalers featured one of the boats sawed in three pieces, still floating. Whalers are now used throughout the world as work boats and recreational boats.

**End of Attachment 1**

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## **Attachment 2: Anytime Leisure Boats (ALB) Rental Management System-ALB Vision (from: John Rehn, ALB)**

After reviewing proposals from several software development companies, we selected ResTech to develop our Leisure Boats Rental Management System, code named "Whaler". Following is a summary of our vision of the system:

ALB is at the point of needing to develop the software infrastructure to take reservations from customers and manage the rental of leisure boats. The system will handle the rentals of leisure boats via the Web. Potential customers can search the catalog, make reservations, pay for them, and accomplish all the necessary steps on the Web. The Web site will have all the necessary information to help customers perform the above mentioned operations. It will present all the product information, types of boats, locations, prices, features, photos, and so on. It will also handle the reservations and all the payment transactions.

Potential customers can access and search all the information. Once a potential customer has found and selected a boat that he or she would like to rent, the system will ask the customer to provide his or her details: name, address, telephone number, number of people in the party, and so on. The system will also collect payment information, credit card number, the name on the credit card (if different from the renter's), and the expiration date. The system will validate payment information and confirm the reservation.

The system will also manage the up-to-date information on the boats, type, location and status (ready to be rented, rented, reserved, out of service, and so on.).

Boatyard managers can access, review, and modify any boat information in the system. All customer information has to be secured.

Once a reservation is made and confirmed, the system will send a message to the customer and will forward all the information to the boatyard manager at the particular location. The customer can cancel a reservation up to 72 hours before the time of pickup; otherwise, a one-day charge will be applied.

**End of Attachment 2**

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