

Company Scenario:

Marc's Health Food Store provides organic and raw foods to the local community. According to Marc, the organization plays a vital role in connecting the community with the products produced by local farmers and merchants and he states, "We are here to provide a one-stop shopping experience for community members seeking to eat healthier, learn about and engage in sustainable lifestyle practices." Marc wants to be able to offer as many foods and organic products to the local community as possible. Customers appreciate having variety and options when shopping for products. He also wants the customer to learn more about the local farming community and to understand more about the health benefits of the products he sells. In the coming year, he wants to offer workshops for community members to attend so that he can introduce them to different foods, cooking techniques and natural homeopathic remedies. Ideally he wants to be able to provide as much information as possible on his website. He also wants to be able to print recipes, health and product information in the store at the customer's request. Marc knows his competition is using technology to meet the needs of its customers and is afraid that he will lose customers to those larger companies. One of the biggest things customers emphasize is convenience. They do not want eating healthy to become difficult to do, especially when it comes to learning more about cooking with organic foods. Busy lifestyles simply do not permit a significant amount of time to devote to lifestyle changes.

Marc was told that he must have a database system to manage all of the information he needs to keep track of. He was also told that he could use the system to print out literature and to support his website too. His financial partner recently broke it down for him and said, "If you do not improve your sales by at least 5%, I am afraid we will not be able to keep the store open. If people do not understand your products and related benefits, they will not buy them. You have got to educate your customers and you need more of them, even 10% would work!" Marc knows that he will not be able to improve his bottom line if he cannot manage his products, customers and upcoming education workshops. He needs to expand his inventory of products even more and has the opportunity to connect with local producers to start carrying their products.

Mission Statement – a concise paragraph that details the strategic vision and direction for the organization.

Goals – a list of objective measures used to accomplish the mission of the organization.

Critical Success Factors – a list of activities the organization must be able to engage in to remain viable as a business or to ensure that a specific project has been successful.

1. **Determining the Mission Statement** – Why does the organization exist?

To provide a one-stop shopping experience for community members seeking to eat healthier, learn about and engage in sustainable lifestyle practices.

2. **Determining the Goals** – What are objectives of the organization?

- a. *To increase customer base by 10%*
- b. *To expand product category offerings*
- c. *To make product, health and recipe information available to customers*
- d. *To increase sales by 5%*

3. **Determining the Critical Success Factors** – What must the organization accomplish to achieve its mission and goals?

Objective (Goal)	Critical Success Factor
To increase customer base by 10%	To increase customer knowledge about available products, health and recipes
To expand product category offerings	Acquire new products from local suppliers
To make more product, health and recipe information available to customers	Acquire a database to support the information needs of the organization
To increase sales by 5%	Attract new customers

4. **Determining Quantitative and Qualitative Variables** – What will be used to measure the success of this technology project?

Objective (Goal)	Measure Indicator (Quantitative/Qualitative)	Source
To increase customer base by 10%	Baseline count of customers compared to count of customers at a specific future date (Quantitative)	Customers (Database)
	Customer satisfaction (Qualitative)	Customer satisfaction survey
To expand product category offerings	Baseline count of product in each category compared to count of products in each category at a specific future date (Quantitative)	Products (Database) Categories (Database)
	Customer product satisfaction (Qualitative)	Customer satisfaction survey
To make more product, health and recipe information available to customers	Baseline count of product, health and recipe information pieces and workshops available to customers compared to count of product, health and recipe information pieces and	Recipes (Database) Articles (Database) Workshops (Database)

	workshops available to customers at a specific future date (Quantitative)	
	Customer education satisfaction (Qualitative)	Customer satisfaction survey
To increase sales by 5%	Baseline sales revenue compared to sales revenue at a specific future date (Quantitative)	Orders (Database)

5. **Determining Alignment between the Solution and the Mission and Goals** – How will we determine that the technology project solution supports the mission and goals?

Verify that each database source listed above is accounted for and serving its intended purpose during each phase of the database development lifecycle:

- a. **Establishing Requirements** – Do we have stakeholder consensus?
- b. **Analysis** – Does the system specification represent required system?
- c. **Design** - How (step-by-step) will the system be constructed?
- d. **Implementation** – The actual system is constructed as per specification.
- e. **Testing** – Comparison of actual system to system specified in design documents is made. Discrepancies and errors are thoroughly documented.
- f. **Maintenance** – Have requirements changed? What added functionality or solutions do we need?