Scope Document - Colonial Parking

Statement of Purpose:

Colonial Parking, founded in 1956, is a company that provides self-parking, valet parking, and other car care services. These services include car wash and oil change, of which they perform about 30 a week and 30 a month, respectively. Their customers are people who use the Philadelphia International Airport and need a place to keep their car during their travels. Colonial Parking currently owns one 1,000 unit parking lot and one 450 unit lot. There are 51 employees on the payroll. A large portion of their costs comes from expenditures on gasoline, which is about $16,000 a month. About 70% of people self-park, as opposed to valet-park and 85% of their customers are business travelers. Overall, the company provides good customer service and has a 90% customer retention rate.

Currently, Colonial Parking offers a VIP parking option that allows customers priority parking and garage services including car washes and oil changes. Colonial Parking has experienced low profitability due to the underutilization of their valet parking and VIP garage services. Colonial needs promotion to inform customers of the VIP services while providing a system that offers rewards for valet membership upgrade. Customer awareness and service visibility is low and in need of major reform. Colonial Parking has an opportunity to capitalize on hidden business value by leveraging technology.

In order to develop our recommendations for this project we will follow the standard approach. We will begin by interviewing the operations manager John, who is our project sponsor, and try to gain an understanding of the existing business, functional, and technical

requirements related to the problem. Following this, we will also interview the subject matter experts to learn more about the business area and discuss possible improvements to the current method(s). We will also observe and document the as-is system and procedures used to complete the work in order to gain a clear understanding of the business area related to the problem. Once we have documented this information we will take it to the subject matter experts to ensure it is both correct and accurate. When this is completed we will begin to brainstorm the best solution by looking at the base to-be requirements for the business process and what options we have to best meet these requirements. After the to-be requirements have been defined we will once more review them with our subject matter experts and bring the proposed solution to John. We will develop our solution using JustInMind Prototyper.

Objectives:
- Increase VIP member number by 25% in 6 months..
- Increase income by 5% through garage services by January 2nd, 2014.
- Incorporate an easy-to-use promotion system that increases revenue by 25% by January 2nd, 2014.
- Increase connectivity efficiency by actively networking within various networks: Facebook, Twitter, and Yelp websites in 6 months.

Assumptions:
- Colonial Parking's customer service will stay the same throughout the project.

- The amount of Business travelers using Colonial will stay the same throughout the project.

- The project sponsor will remain with Colonial throughout the course of the project.

Constraints:

- Our application must work with the HTML platform.

- Any proposed solution has to integrate smoothly with their newly acquired Automated Valet Parking Management System.

- The budget is minimal.

Risks:

Project Risks	Probability	Risk Response/ Contingency Strategy	Impact
John Groden decides to remove himself as Project Sponsor	Low	Avoid: Need to find a new company to use our app because we cannot continue without a project sponsor.	High
A team member withdraws from the class	Low	Transfer: Distribute the tasks of that person equally to the rest of the group.	Medium/High

Business Risks	Probability	Risk Response/ Contingency Strategy	Impact
Technology implemented cannot increase VIP membership	Low	Accept: Need to create new solution that attracts VIP customers.	High
Mobile Application cannot create revenue from garage services	Medium	Mitigate: Need to recreate a rewards plan that turns the loss into a gain.	High

| Colonial Parking loses financial stability to support our project | Low | Accept: Find new company to invest in our solution. | High |