

System/Prototype Description

Wilma's Wild Wisconsin

1. System Name

The working name for the system will be Wilma's Wild Wisconsin or WWW for short.

2. Users

The system will be used by the employees of Wilma's Wild Wisconsin (WWW), a Milwaukee-based adventure tour company owned and operated by Wilma Carson. WWW conducts canoe and kayaking trips during the summer season. Employees include Wilma, her husband (Bud), and a group of 5 to 10 others who guide canoe and kayak trips.

3. Problem or Opportunity

Operational records for WWW are kept by Wilma using Excel spreadsheets and paper notes. While these methods are adequate for the current scope of WWW operations, they require all administration to be done by Wilma personally. This ties Wilma to a desk when she would rather be on the water with guests. Also, Wilma wants to grow the business. With the expected growth, current record keeping methods would not be feasible even for Wilma herself.

4. Different From Competing Solutions

Wilma has seen packaged systems solutions for tour company operations in trade journals and at conferences. These solutions were all targeted toward different types of tour operators. This custom solution will be tailored more closely to Wilma's canoe and kayaking tour operation.

5. Limits of the Prototype Scope

Because Wilma's operation is small, the prototype will include the full scope of data from Wilma's existing operation. Because this will be a prototype based on SQL scripts, several business constraints that will eventually be implemented in the Web-based system will not be implemented in the prototype. These include:

- Limits to the number of guests that can be booked on a trip.
- Limits to which employees can be assigned in the gear-role or guide-role for a trip.