



# Project Vision Document

Ecole Hôtelière de Lausanne

Mobile Application POC

1.0

Document Revision Control Table					
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## 1. Introduction

This document will clarify the vision and scope of the project. The project will increase the student experience at EHL by developing a quick win. It can not interfere with any other department and should be completely self reliant. The development of the final deliverable, in the form of a PowerPoint presentation of the concept supported by ready-to-develop mock-up images, will be done in cooperation with the main stakeholders, being the students. Unavoidably the low profile scope of this project causes some issues and limitations regarding data access and internal interests, but this will be handled the best way possible.

### 1.1 Purpose

By creating this document, we intent to have a clear baseline about the project direction. Additionally we want to make sure the client and business analyst are on the same page when it comes to the final objective to be attained.

### 1.2 Stakeholders

The stakeholders in this project will be the students at l'Ecole Hotellière de Lausanne and director of IT Julia Aymonier who is the project owner.

### 1.3 Scope

This project will include the production of a Proof of Concept (POC) consisting of a presentation of a mobile application for the client supported by the necessary visual elements. The use of the application will be to improve the students' digital experience. The development of this POC will consist of developing design concepts and organising a total of 5 workshops during which there will be a stakeholder input in the design, functionality, UX, and other general decisions. After each workshop Mathias Van der Brempt will take the time to analyse the data and findings, and provide input into further steps of the process from this source. The created assets will then be presented at the beginning of the next workshop where additional comments and remarks can be made as to get the most complete end result.

### 1.4 Definitions

POC: Proof of Concept

UX: User Experience

UI: User Interface

### 1.5 References

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## 2. Business Case

At this time l'Ecole Hotelière de Lausanne does not have a mobile application and the digital experience for their students is severely lagging compared to competitors. EHL would like to create a digital experience for their students that will surpass the functionality, design and experience of any other comparable experience within the sector. This will give EHL a great competitive advantage over competitors with digital experience becoming more important than ever.

Pyco Group agreed to develop this POC following the guidelines and input from the workshops and test group. There will be different phases in this project, separated by workshops. In each workshop one or more aspects of the process will be addressed, in between workshops the test results will be analysed and developed into the final concept.

After the delivery of the POC the opportunity will be present for the client to have the application developed for both smartphone and tablet.

### 2.1 Business Opportunity/need

With the completion of this project l'Ecole Hotelière de Lausanne would have a concept for developing the top digital student experience, surpassing the likes of Harvard, MIT, and Stanford University. This will add value to the general student experience and firmly keep them the top of the sector as the world's premier reference in hospitality management education.

### 2.2 Problem statement

Not having a digital experience for students causes the EHL to be lagging compared to competitors. The POC will only cover functions that are not currently covered by other departments. Unfortunately, for now, the main concerns regarding the web platform will not be covered. The problems this project will be solving are more focused on the general student experience. The main question was: "How can we make the student experience more enjoyable and interactive for students at EHL?"

### 3. Stakeholders and User details

The stakeholders in this project will be the students at l'Ecole Hotellière de Lausanne and director of IT Julia Aymonier who is the project owner. The students of the school will be represented by the Student Council. The concept of this application in its final form will be a designed for use by the students.

#### 3.1 Stakeholders Details

Stakeholder Name	Director of IT
Designation/Type	Board of Directors
Responsibilities	Definition of project scope, gaining stakeholders commitment, Supporting project continuation
Specialties/Expertise/Domains	IT, stakeholder vision, project representative (client)
Involvement	Project manager (client side), alignment of stakeholders vision and expectations
Contact Details/Email ID	Julia.aymonier@ehl.ch

Stakeholder Name	Board of Directors
Designation/Type	Board of Directors
Responsibilities	/
Specialties/Expertise/Domains	Strategic vision, general management
Involvement	Project vision, project related decisions/preferences
Contact Details/Email ID	

Stakeholder Name	Students
Designation/Type	User
Responsibilities	Providing input, decisions, feedback, ideation
Specialties/Expertise/Domains	Experienced with apps, school workflows, current processes, user demands
Involvement	Design decisions, requirement analysis (workshop)
Contact Details/Email ID	

### 3.2 Users Types

The users for this project will be of an international background, with the majority of users in the age group of 18 – 26 years old. Most will speak English.

### 3.3 User Environment

The concept will be developed for usage in a school environment. This environment includes common activities like following classes, cooperating with fellow students, going to the student restaurant several times a day, and using transportation to get to other places within the Lausanne area.

### 3.4 User Profile

User Name	Student
User Type	Student
User interaction area/domain	Mobile Application, User Interface
Responsibilities	none
Involvement	user
Deliverables	none

## 4. Project/Product Overview

Disclaimer: Beacons and iBeacons are still an emerging technology and will not be functioning on 100% of smartphones at the time of development. However, Bluetooth Low Energy (BTLE/BLE) is a very popular technology and is becoming more and more present in all kinds of mobile devices. It is being built into every smartphone for the last two years and available in the most recent android phones (younger than 2 years), and iPhones 6 and 6S.

The project will incorporate different modules. There is the mobile application interface on one side, this is used by students to input and pull information, and on the other side there are the active beacons pushing relevant information when users are in front of a specific beacon.

Within the application the home page will most likely be some kind of profile page from where the user will start. There he will have access to the most current information: local weather and an agenda/calendar where the user can input his appointments, creating an interactive environment. Tapping on either of these tiles will open a more advanced page with more info. On the top left is a menu icon from where the user can open a panel with additional features. These will include the segments (TBD) Spaces, a Community Supported Interactive Map of the school and Transport.

### **SPACES**

The Spaces section will cover all info about classrooms and other spaces. The home screen will consist of tiles representing highlighted rooms depending on time of day, busy hubs, and also quiet places. If the user taps on any of these highlighted tiles he will be redirected to the relevant information showing the graph of the data (amount of people present) over the last 2 hours, with intervals of 5 minutes. These tiles change over the course of the day. Apart from the highlighted spaces there will be access to more specific information on certain parts of the school, this info is usually related to the amount of people present at a certain location. ...

Beacon push notification can give general info about a place when the user is at a certain distance from it. The possibilities here are endless, in combination with data available. For the time being we will develop functionality that can be self reliant.

### **RESTAURANT**

The restaurant tab gives a beautiful graphic view of the following:

- Number of people in the restaurant area
- Number of people waiting at the register
- Number of people at the bar
- This can be extended with the number of occupied and available tables, and their locations
- ...

Push messages can things like highlight the dish of the day, the menu and others while the user is in line. It can also be used for other applications like to let you know if a friend arrived at a certain location.

### **SHOPS**



The shops tab will offer the same kind of functionality. The amount of people will be shown, and customers in the shops will be able to receive custom information and special offers on products that are highlighted right on their smartphones the moment they walk up to the products.

### MISC

Other features TBD

## **COMMUNITY SUPPORTED INTERACTIVE MAP**

### MAP

The map will be an interactive version of the school map, viewable per floor, and with filter options to show data collected by beacons and input by students. The interactivity would be along the lines of top applications like Foursquare, Uber and Waze, with GPS functionality, game-ification, on map notifications, reviews and ratings on services, etc. Gaining feedback might also be an important way to increase service quality in the long term. The idea behind this is to let the community of users keep all the info on the map up to date by rewarding them for inputting information. Eg: linking room numbers on the map to the ones students put in their calendars to gain information as to which rooms are occupied when and how many people are attending.

### **TRANSPORT**

The transport tab will provide comprehensive and easy to use bus and metro schedules and information about taxi services. ...

There will also be a beacon that notifies the student on the arrival time of the next bus upon exiting the school. Notifications of bus arrival times can also be given on information from the calendar.

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To be completed.

#### 4.1 Features

S.No.	Feature	Description
	Beacon push notifications	
	Weather	
	Calendar	
	Interactive map w beacon info	
	Space occupancy information	
	Transportation schedules	
	Notes	

#### 4.2 Benefits

The features that will be developed within the application, along with the functionality the beacons will bring to the school will certainly advance the student experience. There will be a lot of interaction with the application because of the possibility to add calendar events, and get info about other locations from a distance.

#### 4.3 Modules

tbc

## 5. Constraints

The main constraint is the inability to access data from the school's server, and the inability to connect to other EHL services. This is resolved by developing independent features that do not rely on internal data.

## 6. Assumptions and Dependencies

Because of the constraints this project has there are also no dependencies. The only dependencies are possibly the current IT structure of EHL, and the dependency on external api's. – To be completed

## 7. Cost and Pricing

The cost of the project is determined at the price for the consultant (€1000/day). Aside from that there is a budget allocated for the workshops of €5000 or 5 days. The expenses the consultant makes during these workshops are paid by the client.

## 8. Quality Control

The quality of the final presentation and visual work will be in line with the quality PYCO GROUP always tries to deliver. The presentation will be used as a means to win a budget for the development of further steps of this project. This is a win – win where both parties will do everything to conclude this project successfully.

## 9. Project Documentation

The project documentation consists of a Project Vision file and a Project Planning file, both are adaptable and can change under circumstances. They are both used as a means of communicating the desirable direction the project takes.

## 10. Additional Details