

Vision and Scope Document

for

Open Box Office Extended (OBOE)

Version 1.0 DRAFT

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Amazing Things Arts Center

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Revision History

Name	Date	Reason For Changes	Version
Benjamin Melançon	2005 October 24	Begun.	0.0
Benjamin Melançon	2005 November 26	Completed First Draft. <i>Still requires revision</i> by Amazing Things and Lead Developer.	

1. Business Requirements

These requirements provide the foundation and reference for all detailed requirements development. The business requirements should be gathered from and confirmed by Executive Director Michael Moran, Gallery Director Cheryl Litster, President Lee Mendenhall or Vice President Liza Moran, and Marketing Group Member Benjamin Melançon.

1.1. Background

Amazing Things Arts Center has been without an integrated ticketing system since its inception. Currently, credit card and on-line ticket sales are handled by MKTix.com.

1.2. Business Opportunity

Integrated commercial ticketing systems of acceptable quality, such as Choice Ticketing (choiceticketing.com), would cost \$6,000 or more, plus subscription fees of more than \$2,000 per year. Non-profit and small- to moderately-sized arts and performance centers, event venues, and clubs would benefit greatly from a low-cost solution to basic ticketing and attendance-tracking needs. Moving forward, the open-source code and modular architecture of OBOE allows integration of software to meet member, fan, volunteer, and donor-tracking needs. Existing commercial products, while offering purchasable modules to meet the requirements are not extendable to meet specific needs

1.3. Business Objectives and Success Criteria

Funding an open source ticketing system will replace the need to purchase a commercial system. While the time and total cost may be larger up-front, the year-to-year savings will become very large. Further, sponsoring an open source ticketing system further establishes the Amazing Things Arts Center's reputation for leadership and opens additional fundraising opportunities, including from a current member willing to put up most of the initial investment.

Minimal success will be the replacement of the existing commercial ad-hoc ticketing arrangement in four months or less for \$4,000 or less. The factors that are likely to have the greatest impact on achieving this success are the abilities of the Lead Programmer and the Executive Director to work together to ascertain the specific needs of the Amazing Things Arts Center. The major needs are defined below but the details of integration into currently functioning systems will be a crucial and ongoing task. Most important and difficult will be integration with existing Amazing Things Web Site, hosted at no cost on a shared server fully accessible only by Jay Moran. The PWGD.org web site, which successfully hosted the first Amazing Auction fundraiser, can also host OBOE. Initial business objectives are met when Amazing Things can terminate its contract with MKTix.com and move to a lower-cost merchant account integrated with OBOE. Further person-management modules will then be incorporated and the package promoted to third-party customers. A first additional ability will be to sell memberships on-line and at Amazing Things own box office, including at the same time as selling tickets. Further early integration would be a simple on-line store and the ability to make donations on-line. Ticket-buyers, on-line donors, and subscribing members will have the potential to be tracked by OBOE in one master person database. Ideally, for optimal integration, the first launch of OBOE would incorporate and replace Amazing Things' person-management, currently in Microsoft Access, but realistically this will take further time and resources. This is however the goal and great time- and money-saving potential of OBOE: all actions taken on-line will automatically be reflected in the database, allowing far greater precision in tracking and targeting the behavior of attendees, members, donors, and volunteers. To keep the report and

other functionalities of the custom Access database, OBOE should retain the ability to export to Access but changes to the database would be made through OBOE.

All code must be reasonably clean and well-commented to allow the contingency of another paid or volunteer developer to maintain and extend the system.

1.4. Customer or Market Needs

The prime need not yet met by the marketplace or existing open source systems is an on-line ticketing system that small venues, even one-time or occasional events holders, can set up and use. The larger need is for arts organizations to track people in their various roles as fans and supporters while maintaining control of the data and the software that processes it, a tenuous matter with commercial solutions charging licensing fees and implementing upgrades that can break required features.

Major customer needs to be met in the first round of OBOE development, encompassing the greatest number of potential customers, include:

1. On-line multiple-location access.
2. Tiered access to information for the organization versus the general public.
3. Display of event information to all and ability of users to purchase tickets themselves on-line, including for smaller events. At minimum, PayPal could allow for the purchase of a \$5 ticket at a cost of 45 cents, making the automated sale of even inexpensive tickets a possibility.
4. Ability to track ticket-buyers and other expected attendees at the seat level for events and venues that require this.
5. The recording of ticket-buyer and attendee information for future use.
6. The tracking of revenues and costs associated with a specific event.

1.5. Business Risks

The major risks are the increased time it may take to create compared to purchasing a system and the potential need to troubleshoot the system without the resources of . The Lead Programmer is expected to adopt a substantial portion of the risk of time-cost trouble-shooting a system failure.

2. Vision of the Solution

The long-term vision for OBOE is the integration of all person-management into one open source system, fully controlled by the Amazing Things Arts Center or other organization that implements it, that does away with the need for service or licensing fees.

2.1. Vision Statement

Open Box Office Extended will bring state-of-the-art ticketing and audience, member, donor, and volunteer tracking within the reach of every arts organization.

2.2. Major Features

1. On-line ticketing system with orders by users or Amazing Things ticket agents.
2. Attendee management, with seating charts.
3. Event management, including the tracking of attendance, concession sales, payments to talent, etc. This should allow for the back-entering of past events from paper records.

4. **Open source extensibility means the integration of ticketing and other on-line commerce related tools at the core of OBOE to full event, attendee, fan, member, donor, volunteer, and staff management sharing one people database.**
5. Fan management, including potentially targeted subscription e-mail lists that feature the events of greatest interest to them, but mention others put on by the arts center. With records of attendance, which should be a second-round feature of OBOE, people can be added to lists of their interest (a later functionality) and more effectively pitched for membership, which can be done manually.
6. Export to Access in current format for existing custom report functionality and printing of labels for mailing.
7. Member management, including tracking of renewals and lapsed memberships.
8. Donor management, including tracking what contact has been made with potential donors and what and followup has been conducted with actual donors, and by which Amazing volunteers.
9. Volunteer (and staff) management: their actions in relation to official communications with fans, members, and donors; hours worked and at what tasks.
10. Exporting financial information in a logical way to Quickbooks .dif format.

2.3. Assumptions and Dependencies

This product will rely on a dependable reasonable-cost on-line merchant account. If one cannot be found however we can encourage our users to use PayPal and eat the cost for straight credit card transactions, but we can probably do better even than PayPal.

The timeline assumes that production starts by December 1.

3. Scope and Limitations

The project scope is ticketing and person management. People's actions will be tracked in their actions as attendees, members, donors, and volunteers, and each person may be put into an indefinite number of buckets beyond this. There will be no complicated targeting or artificial intelligence

3.1. Scope of Initial Release

The initial release of the product is limited to attendance management and ticketing, including seating charts, to provide the most value, at the most acceptable development cost, to the broadest community.

3.2. Scope of Subsequent Releases

A number of major features will be deferred to later releases. The interrelated Fan, Member, Donor, and Volunteer Management Modules will be delayed until later for release in that expected order.

3.3. Limitations and Exclusions

Product features or characteristics that a stakeholder might anticipate, but which are not planned to be included in the new product, include all the people-management features saved for later releases. Extensive tracking of volunteer time, in particular, will be a late feature to be included. Even with all modules, OBOE is not intended to mimic sophisticated marketing

software, but to enable users to reach the same ends by selecting combined or intersecting groups of users.

4. Business Context

The Open Box Office Extended project assumes, but does not rely upon, donations from other users apart from the Amazing Things Arts Center and on the contribution to development of later modules by volunteer programmers. Monetary donations to OBOE will be split 60/40 between the initial investors and the Lead Developer until initial investment is paid off, at which point 80 percent of donations will be retained by the Lead Developer. Contracts to implement OBOE for other organizations will belong solely to the Lead Developer.

4.1. Stakeholder Profiles

Stakeholder	Major Value	Attitudes	Major Interests	Constraints
Amazing Things Arts Center	Reduced costs and customizable extensions.	Unwilling to make initial financial commitment due to disbelief programming can be accomplished.	Long-term cost savings, continued development to meet specific needs.	Data must be secure. Initial costs must be comparable to commercial alternatives and initial development fairly rapid.
Amazing Things Arts Center Volunteers and Staff	End of duplicate entering of data, automation of previously manual tasks.	Receptive, and hope for high usability.	An easier system from which to retrieve and enter data.	Must be usable from regular computers.
Other User Organizations	An already-developed ticketing and attendance-management system.	Interested but reluctant to pay, at least before a product exists.	Improving professional abilities at low cost.	May not have access to hosting or ability to set up OBOE platform.

4.2. Project Priorities

Dimension	Driver (state objective)	Constraint (state limits)	Degree of Freedom (state allowable range)
Schedule	release 0.9 to be available by 2005 February 28, release 1.0 by March 31.	Must establish parallel working system and then replace MTix.com	Earlier is <i>far</i> better, but fully functional replacement is essential. This timeline should be achievable.

Features	Ticketing, including on-line purchase by users, and attendance management. The other desired feature in the initial release is to extend attendance management to event management or tracking, including at minimum a permanent record of attendance and ticket income, concession sales, and payments to talent and other costs.	Must not lose current functionality in replacing MTix.com, even temporarily. Design for future expansion of features must be built into this core.	90% of initial features must be included in release 1.0. Some core features, such as the ability to automate membership discounts, may have to wait for the integrated membership module. Event management is the other major feature whose incorporation, if absolutely necessary, can wait.
Quality	Replacement and improvement of current system.	Losing data or failed sales is not acceptable. Failed sales for whatever reason that are not fixed by the ticket-buyer should be recorded and automatically reported for a staff person to follow-up.	85-95% of user acceptance tests must pass for release 1.0, 95-100% for release 1.1
Staff	Professional development of an open source application.	One paid developer, volunteers as available and acceptable. At least three testers provided by Amazing Things.	Additional paid programmers would have to come out of same budget.
Cost	At most \$4,000 for the first set of features.	If initial costs are significantly greater than a commercial	No budget overrun should be necessary on the initial first-set implementation.

4.3. Operating Environment

The system will be used in the environment of an active and growing arts center that uses multiple venues. It must be available, through the World Wide Web, to multiple users at different levels of permissions.

- Users will be located within Framingham or neighboring towns. All will be in the same time zone with the possible exception of an occasional ticket buyer.
- Ticket buyers (from their home computer) need to access the system any time. Event managers should be able to access their part of the system from their own internet access points also, but at minimum they must be able to use the system from the arts center. Analysis of the data (download to Access) must be available from the arts center.
- Ticket sales can be transacted by ticket-buyers at any place they have access to the World Wide Web. Most other data will be entered at the Arts Center but access to a web interface for staff and committees to work from other locations is highly desired. Full access at a second campus of the Amazing Things Arts Center will be required.
- Maximum response times for accessing data should be a matter of seconds or less.

- Users can tolerate minimal service interruptions, even short regular downtime in early a.m. hours. Continuous access to the system for all users is preferred.
- A high level of access security controls and data protection is needed to protect event data from unauthorized changes and protect member/customer data from unauthorized access.