

Identify

Statement of the Problem

As manager at the video store Moviez Moviez Moviez, Mr. Andy Richardson is responsible for sending letters out to customers. These are letters such as enquiries of overdue videos, account updating, new offers and money of vouchers. Usually each letter is written up by hand, where each address is also included, on a plain piece of paper. However, the number of customers is increasing so this process is getting harder. Normally he needs to contact several customers at once. This leads to him having to write the same letter over and over again. Also whenever he writes several letters about the same thing, the wording is obviously not the same, therefore he feels that this is unprofessional especially in addition to plain paper. Furthermore, he doesn't like having to write the customers address customer by customer, as sometimes addresses are written incorrectly.

This is why Andy has asked me to come up with a solution to help him overcome his problem.

Consideration of Alternative Solutions

- Andy can write up one letter of each kind by hand. He can leave a space for the address and photocopy the letter each time he needs to send it. This would solve the repeated writing problem, but wouldn't solve the customer address problem, and this may lack in quality of presentation, as it wouldn't solve the plain paper problem.
- Andy could type a letter on typewriter, again leave a space for the address and photocopy the main letter. Creating labels with each customer's address on could solve the address problem. But this would be time-consuming and complicated. Also this wouldn't solve the plain paper problem and make the letter look better in presentation in any way.
- A Word Processor could be used to create template letters that can't be changed. Using the mail merge option available on Word Processors could solve the address problem. Microsoft Word is a good program to solve this problem. It also has adequate graphics, which will help to make the letters attractive. A letterhead could be a possible solution.

After consideration of each method I believe that Microsoft Word offers the best solution to the problem because it has the features needed to produce 1 or 2 good letter templates which will be easy to use and attractive.

User Requirements

The user requirements have been set out in the following letter sent by Andy to me.

Data required

I will need to know the address of the video store so I can put it onto the letter head and letter template. I will need to get this information from Andy Richardson when I go to the store. I will also need to find out the phone

numbers and I will need to ask him for the letter templates that he would like for me to enable for mail merging.

Analyse

Report – Required Data Collection

I have obtained a copy of the leaflet Moviez Moviez Moviez, which has been given out to the public a few weeks ago. I have been given details of the address, phone numbers and anything else they want to add to the letter.

I produced a short questionnaire for Andy to give me some information – this is attached.

Based on the information he has provided I produced an initial sketch and I have also written the letter the way he wanted. These are attached. He has looked at these and commented on them.

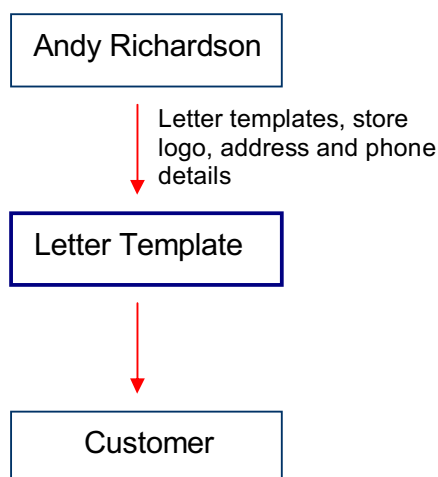
Appropriate Software and Hardware

The software that is required to complete this project will be Microsoft Word. I will not need any other software because Microsoft Word has sufficient features.

The hardware required will be the computer running the software. This consists of:

- The monitor
- Keyboard for data
- Mouse for data entry
- Colour printer for when Andy needs to print out the letters
- Scanner to scan in logo

Data Flow



Data Input

The existing logo will be scanned in. It will be copied and pasted into Word. The store name and addresses will be input via the keyboard into Word. This is same for the letter data.

Output

The letter templates will be created in Microsoft Word and output in printed form for sending it off to customers.

The final letters will be printed out on ordinary A4 paper. This is most suitable for letters and is also of an affordable price.

Although it would be quite costly colour ink will be required to print out the letters. This is because Andy would like to establish the video store having a professional look rather than a cheap round the corner store.

The letters can be printed in greyscale also for when Andy has a lot of customers to contact.

Backup/Security Strategy

The computer file containing the final designs must be backed up onto floppy disk at regular intervals. This separate copy should be kept in a different place from the computer, quite far away. This is to avoid it suffering any damages from natural hazards that the computer may come across. For example, this could be flooding or fire.

The file should be backed up onto floppy disk whenever some more work is done on the letter template.

I will also create a password for the letter templates so no one can tamper with the letters or get a hold of the letterhead. I will also make the letter templates read-only so nothing can be changed by accident. The original will not be messed up.

Data Processing/Manipulation

I will scan in the logo from the leaflet Andy has given me and will place it at the top, middle of the page.

I will then place some Word Art over the logo saying 'Moviez Moviez Moviez'.

I will then insert another text box with the slogan inside it. This will also be placed under the heading and address.

I will then create spaces for the entrance of the following fields:

- Title
- Surname
- Address1
- Address2
- Address3
- PostCode
- TodayDate
- VideoName
- ReturnDate

I will insert a textbox at the bottom of the page, in the middle alignment, consisting of the 'Moviez Moviez Moviez' phone numbers.

I will then go to the background of the document, to create a watermark.

I will then save the letterhead and letters as a template. I will set the document to insert the date automatically.

Design

Initial Designs

Letter template letterhead

Letter 1 information

Letter 2 information

User Feedback on Initial designs

I sent Andy my designs and he has sent me a letter, which has all of his opinions and recommendations on it:

He asked me to make the logo a little smaller in size and he also asked me to add a watermark on the letter.

I have done both these things and the final design is as follows after this page.

Final design

Schedule of activities

The deadline for this project is in 3 weeks time. A schedule of activities has been drawn up so that I stick to a strict timetable and finish in time, and not too late.

Week	Activity
Week One	Collect data from video store. Sort out what is needed and start on planning the initial designs. Collect video store logo from Andy also.
Week Two	Show initial designs to Andy for user feedback. Update initial designs according to Andy's requirements. Create final designs.
Week Three	Implement final designs in Microsoft Word. Devise test plan. Implement testing and evaluation. Finish off.

Test Plan

In order to make sure that the letter template contains all of the information required that there are no errors and that it fulfils the requirements fulfilled by Andy, a test plan has been devised. This will be implemented once the designs have been finished.

Test	Description	Method of testing
1	Is the programme easily photocopied?	Check that the letter is A4 size and photocopy once to see that graphics are clearly visible.
2	Spelling, grammar	Run a spellchecker first and then proofread it to spot any mistakes the checker has left out.
3	Correct data inserted?	Check through all data
4	Prints correctly	Press Merge to Printer button. The letters should print out.
5	Attractive?	Ask 5 people if they think the letter is attractive
6	Able to view merged fields?	Press the Merge Fields button on the Mail Merge toolbar. Each letter should be displayed according to its record number.
7	Does the read-only command work?	When opening the files, the read-only recommendation pop-up should show up.

Questionnaire

1. What is the full address of the video store?

2. What are the phone numbers?

3. Which colours would you like the letter to consist of?

4. What are the subjects that the letters will be based on?

5. Are you printing on A4 paper?

6. Is there anything else you would like included on the letter?