**System Request**

|  |  |
| --- | --- |
| **Project Name:** | Wells Gallery Information System |
| **Project Sponsor:** | Jasmine Wells, owner  Local art lover and entrepreneur, Jasmine Wells, recently established a gallery with a small performance space in the Richmond Arts District to promote both new and established artists from around the country. She started her business last year by hiring a few part time employees so she could still attend art fairs and private auctions to build her collection as well as discover new talent and found herself quickly overwhelmed trying to juggle everything. After an initial period of struggling to learn about the business and trying to make a profit, things were just beginning to fall into place as the pandemic shut everything down in early spring. In the intermediate, she has been reading articles and researching alternative ways to engage her clientele until the gallery and performance space can fully reopen to the public and has determined that a suitable information system would allow her to better support both her business and the artists she represents. Jasmine had taken some information system courses in college and realized that she could move exhibitions and performances online and potentially expand her business by taking advantage of some of the newer technologies available. She has asked your team to help develop a system to meet her business needs. |
| **Business Need:** | Recreate gallery/performance experience virtually, manage auction and employee schedules, transaction processing, financials and accounting, keep track of business contacts (artists, dealers) and clientele (for marketing/donor support). |
| **Functionality:** | Facilitate and manage the business operations in order to:   * Schedule and manage work requests/events * Establish a way to present exhibits/performances virtually * Manage employees * Manage financials and accounting * Keep track of inventory * Keep track of business contacts and customers * Manage advertising/web presence * Take advantage of newer technologies |
| **Business Value:** | **Improve engagement/analytics to increase revenue, increase customer base,** improve efficiencies and maintain good relations with contacts and clientele |

**Special Issues and Constraints:**

* Just purchased a laptop computer with an external HD webcam
* Currently uses only Microsoft Office software (Word, Excel)
* Knowledgeable about the internet and teleconferencing services
* Has a Facebook account for the business and know that many of her customers use Facebook, Instagram, Pinterest