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AN ADVENTGX PROJECT,
A TOURISM SOLUTIONS ENTERPRISE

JourneyBuilder :: QFD

Master Plan Definition and Design Workshop Guide
[Executive Panel Version]

Background Information Document

Project Board Member

The contents of this document are intended to be held confidential.
Please do not disclose this information until after the completion of the Workshop deliverables.

Please direct comments and suggestions about this document to:

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Introduction

The purpose of this document is to provide a succinct guide to this week's event, its purpose and main project Workshop objectives. The section labeled as "Your Mission" describes your role during the Master Plan Definition Workshop (to be held on Friday, November 12th at the Texas A&M University Research Park Conference Room).

Mission

To provide guidance and assistance to the AdventGX Executive Project Board in planning the short and long term strategy for the development of its flagship product, JourneyBulider.com – a system that will bring much needed marketing and performance support tools to Experiential Tourism venues (i.e. Nature & Heritage Attractions, Bed & Breakfast). Main areas of JourneyBuilder.com will focus on Web Presence, Marketing tools, eCommerce (On Line Reservations, eStore), Back Office applications (Registration and Point of Sale Management), and Educational Content (i.e. Business Development, Staff Training, Hospitality). Our preliminary Key Drivers are: Affordability, Easy of Use, and Practicality.

Background Information

Given our understanding of the global needs for services to assist experiential tourism businesses grow their markets, particularly via effective Web Enabled Technology Assisted Travel infrastructure to support the promotion and travel protocol (i.e. reservations) of such attractions; we have envisioned AdventGX as a staged technology solution provider that addresses this particular solution space.

Our implementation approach consists of at least three phases with phase one serving as a design and strategy planning engagement leveraged by this workshop.

This workshop will also serve to better document your collective vision and objectives. Jose Quintana will be the workshop facilitator. Via this short engagement we will help set AdventGX's objectives for developing JourneyBuilder.com and create an Implementation Plan that optimizes the use of our Financial, Human and Technical Resources. After the workshop we will prepare a Strategy Map, Implementation Timelines and a Function Deployment Matrix.

AdventGX Introduction & Mission::

*AdventGX, a Texas corporation founded in 2004 and headquartered at the Texas A&M University Research Park in College Station, TX, provides a suite of advanced information technology solutions for the tourism industry in the areas of experiential travel, business development, benchmarking, analytics, performance support and decision support systems. These next generation solutions will address the growing demands of **"The Experiential Tourism Industry"**. AdventGX offers professional services supported by a team of experts in this dynamic industry sector. This group of experts account for more than 100 years of 'hands on' experience in this high-growth industry.*

The experiential tourism industry is currently going through a phase of dynamic changes requiring a higher set of quality standards in the way that services are provided. AdventGX will position itself as an industry leader by leveraging its expert knowledge of the experiential tourism industry, its technological capabilities, and an uncompromised customer focus.

AdventGX's Strategy

- Establish and maintain financial strength and agility
- Screen market opportunities to maximize the value-added to our clients operations
- Build a base of premium value-added assets and actively leverage development efforts
- Educate our customers to better understand the complimentary nature of the tourism industry in order to develop and maintain long-term, mutually beneficial relationships with tourism partners
- Build a diverse business in long-term, sustainable, and key geographic markets
- Implement affordable, leading edge technologies in order to facilitate communication and collaboration through networking
- Provide our customers with strategic information to help them grow their own customer markets
- Maintain an adaptive, opportunistic, and flexible posture to capitalize on a rapidly evolving industry
- Maintain a "technology independent" strategy so as not to get locked into a specific delivery vehicle

Workshop Objectives

The main objectives of this phase can be identified under the following:

To introduce AdventGX's Project Board Members and Administrators to main business development strategies relevant to AdventGX's Product "JourneyBuilder.com". The Project Board will also be exposed to candidate (product) system architectures and a selected series of presentations of IT [Information Technology] resources currently under development at AdventGX.

To identify key initiative expectations - as a result we will be able to gather valuable input from our Executive Project Board as well as the means to identify and assign priorities and implementation parameters needed to assure the successful implementation of your mission.

AdventGX Core Offerings for Experiential Tourism providers—currently under development
(This is the focus of this workshop)
 *- Backoffice Services (JourneyBuilder.com) - [for owners and operators]

This is the part of the business that builds upon activities that have been underway for quite some time to provide a suite of "tools" to help businesses succeed and grow. As such, the following functions, features and attributes may be integrated into JourneyBuilder.com:

- Customer Marketing Analysis and Segmentation Tools (AGX Market Intelligence System)
- Reservations
- Dashboard (with Corrective Actions -> Best Practices)
- Web Presence and Development
- Risk Management Tools and Educational Materials
- Web Analytics
- Insurance Reselling
- Classifications (a way to help the industry create standardized products and services)
- Ranking (to provide quality control for travelers, stars, etc.)
- Sanitized Guest Book (managed by the attraction owner)
- Virtual tours
- KPI monitoring (Key Performance Indicators)
- Knowledge Base
- Visitors Log
- Imbedded Benchmarking Tools

- Travel Search Engine
- Festivals & Special Events Wizard – (for owners and operators)
- Survey Tools
- Promotional support (news releases)
- Auto calendar posting (distribute to established regional and global calendars)

Planned AdventGX Core Offerings—currently being developed (provided as reference only since we do not expect to cover this section during our workshop)

 *- Travel Portal (TrueJourney.com) - components TBD [for the traveler]

This is the access point for travelers to get access to the businesses that are our primary clients (small nature & heritage tourism, rural, community based). These businesses are underrepresented and underserved.

Other Services Currently Under Development Related to Wireless and Satellite Internet/Kiosk Technologies (provided as reference only since we do not expect to cover this section during our workshop)

Equip Nature and 'boutique' tourism locations with high-speed access to the Internet to:

- Make their locations/attractions more attractive to next generation tourists and executives that need to remain 'connected'

- Enable small sites to promote their enterprise/offering to the world based on a 'HCon Directory (GPS Located)' managed by Texas A&M or AdventGX

- Offer capability to take reservations and do co-branding co-marketing opportunities by region (advance travel planning technology/services)

- Recoup investment and turn into revenue generator by reselling iNet access to travelers

- Use local and national government funding to develop the market (SBIR, etc.)

- Develop a 'technology adoption' plan that is affordable and bundled under a single service designation (inclusive of equipment, telecom, back end applications and support).

International Scope (beginning in Latin America, China and Australia)

Workshop Details

When:

Friday, November 12, 2004 -- 10:30 – 7:00 PM (tentative)

Where:

Texas A&M University Research Park Conference Room,
1500 Research Parkway, Suite A-200, College Station Texas 77843

Approach:

We will open by introducing our board members and their background.

We will then provide a brief Project Summary, and an interim project Mission Statement. This will be followed by a group discussion of the project mission and objectives.

We will then proceed to identify the possible individuals and/or groups that will be affected or benefited by the implementation of your AdventGX project.

Next, the Workshop Facilitator [Jose Quintana], with input from the Workshop group, will place the main project objectives into a Master Plan [MP] Matrix.

In a round-robin fashion, members of the Workshop group will add functions and features [objectives] to the MP Matrix. This process will continue until there are no more group suggestions. At that point the Workshop group will proceed to identify and add underlying objectives that may be necessary to accomplish the previously listed objectives.

We will then define a priority value for each objective or group of objectives within the Matrix. These priority values will be used to develop a system of weighted priority rankings for the objectives identified during our Workshop.

As a group, we will establish a set of selection criteria that will help (you) Project Board members with the decision making process in selecting what components will enter the short-term plan and the ones left for subsequent phases [and to allow for continued product/process/policies improvement].

After the Workshop our group will identify an activity or methodology required to accomplish each objective and the resources or policies needed to implement them.

The Matrix will serve as an input to generate the Master Plan project schedule and estimated effort.

Executive Project Board

Jose Quintana
Andrew Skadberg

Project Team

Casey Jensen	Carson Watt
Stan Meador	Bill Smith
Paul Marvin	Aristo Setiawan
Juan Gonzalez	

Your Mission

As a member of our Executive Project Board we would like for you to help us capture key issues pertaining to the identification of implied needs and expectations based on the expressed objectives and requirements as articulated by our workshop members in relation to our AdventGX "JourneyBuilder.com" Initiative. It is our group challenge to be able to expand on our mission statement.

The main goal of this workshop is to better identify objectives and requirements. The following is a short description of the rationale behind our approach. For this workshop we want to identify the following:

Normal Requirements are what we will get just by asking current and potential system end users what they want. Normal requirements satisfy (or dissatisfy) in proportion to their presence (or absence) in the delivered solution. Swiftness and reliability during Internet access sessions while utilizing our services (fast loading pages & immediate execution of queries) may be a good example for our "core business" users. The faster (or slower) or more or less cumbersome the process is; the better they like it (or dislike it). Only for these 'wants' is satisfaction linear and bi-directional.

Expected Requirements are often so basic our workshop members may not think to mention them (until we fail to deliver them). Their presence in the system meets expectations, but does not satisfy members. Their absence, however, is very dissatisfying (an example could be the inclusion of a master Site Map to help new users visualize and navigate system components). Meeting expected requirements may go unnoticed by our user community, but by not meeting them is disastrous for when it comes to user satisfaction. Expected requirements are 'musts' that must be met.

Exciting requirements are the most difficult requirements to uncover. They are unexpected (or beyond our users' expectations) yet are highly satisfying when delivered. Their absence does not dissatisfy because they are not expected. The presence of "**WOW, AdventGX's Portal will even do this for us**..." features can succeed in satisfying our members so well that they will boast about their institutional charter. It is sometimes hard articulating just their expectations (normal requirements), much less anything beyond that (exciting requirements). A fully integrated Multilingual System may be exciting (at least for some of us). Truly successful associations deliver at least a few '**wows**'.

As a practical example we are incorporating to AdventGX's "JourneyBuilder.com" an "Operator Dashboard" that an owner or manager can use to monitor his operation's KPIs (Key Performance Indicators) on a daily (near real time) basis.

As you will see in the following screen shot of our design prototype, the Dashboard contains four main components:

Reservations Horizon :: Displays the number of reservations going forward 12 weeks into the future – thus allowing operators (mostly attraction owners) to identify potential 'trouble spots' as well as intelligence needed to improve resource allocation (HR, supplies, etc.).

The Financial Conversion totals projected revenue positions for each week and a cumulative total for all 12 weeks.

Reservations Projections Based on Seasonality :: Displays the number of reservations going forward 12 weeks into the future based on actual previous bookings for the corresponding weeks of the previous year - thus allowing operators to identify prospect occupancy rates as well as intelligence needed to improve resource allocation based on historical data and specially 'directed' marketing efforts.

The Financial Conversion totals projected revenue positions for each week and a cumulative total for all 12 weeks from the previous year.

Customer Satisfaction Index [Based on eSurvey] :: Displays key customer satisfaction indicators based on survey results for the previous two weeks.

Last 48 hour transactions ::
Displays Key Performance Indicators. Bars are 'Hot' - for instance, if the user clicks on the eComplaints bar the system displays each 'open' complaint and allows the user to take corrective action automatically generating an editable email ready to be sent to the individual that filed the complaint.
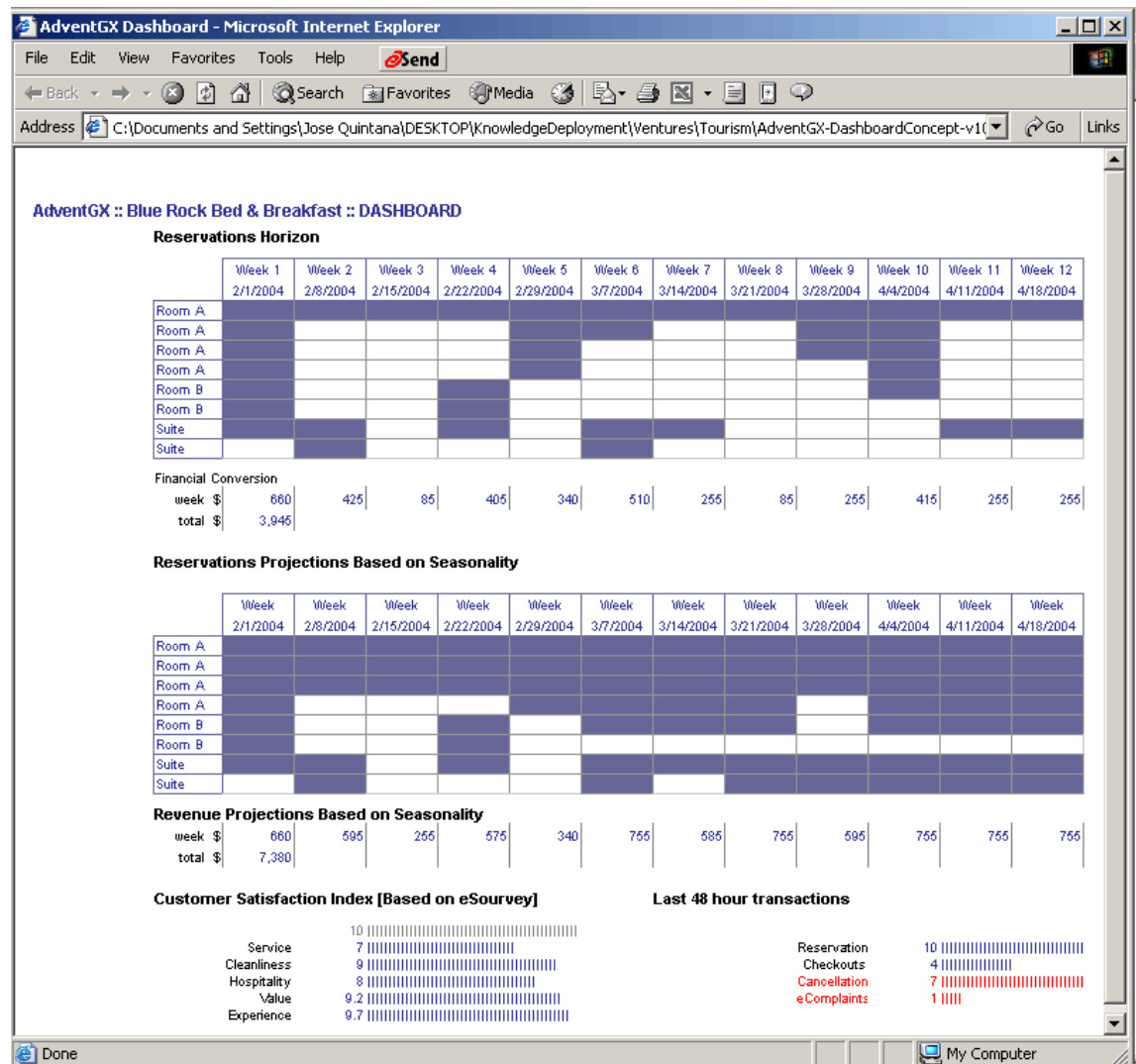
As members typically cannot provide all the exciting and expected requirements, it is our responsibility to explore this realm until we have understood at a fundamental level the problems and opportunities of our Initiative in this solution space. We must know why our prospect clients

and users do what they do and why we have the problems and opportunities we have. Only by getting close to and listening to our member representatives, and understanding *why* they are asking for *what* they are asking for, can a complete set of objectives and requirements be confidently prepared.

This workshop also serves as a unique opportunity to identify and champion specific areas of interest that may, first of all, benefit our stakeholders' mission and secondly create mutually beneficial project initiatives that could result in continued product improvements.

This workshop is highly interactive so at the end of each round of discussions please feel free to interact with the group as appropriate. Sometimes key questions will foster or stimulate additional feedback from our members. Such feedback is extremely valuable as many times it provides a unique point of view.

After the completion of each major topic [functional group] description, additional feedback will be requested on a voluntary basis from our participants. The free format nature of this workshop should result in an atmosphere conducive to the creative and unrestricted expression of ideas and "dreams".

Please take notes of those "potential" projects and objectives that may be of interest to you as we could use your valuable feedback during the integration of the project deliverables.

For those of you that may volunteer to review the workshop report, we will provide a copy of the Project Definition Matrix so that we can include your comments.

We will videotape the workshop. We will use the video for documentation purposes.

So remember: listen, support, assess, recommend, stimulate, represent....

:: Project Directory

Name	Title	Phone	Email	Since
Project Team				
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