



新竹空間分享平台

Group 8

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Outline

1. Background Introduction

2. DMAIC

- Define : Define the problem
- Measure : As-Is Model
- Analysis : Identify the cause of the problem
- Improve : To-Be Model
- Control : Performance Improvement

3. App Introduction



1. Background Introduction

- We believe that everyone has had experiences in finding venues for some activities like conferences, large-scale lectures, birthday celebrations and so on. In the past year, there are about 50,000,000 various events held in plenty of places in Taiwan. However, regardless of what kind of activities you want to hold, there is a common problem with organizing these events, which is to pick a suitable venue.

2. DMAIC – Define the problem

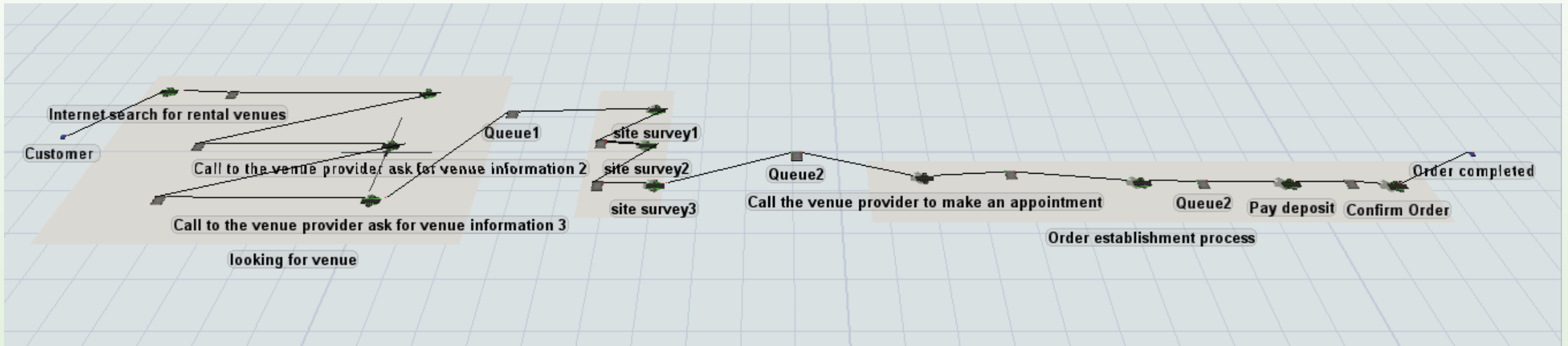
- Many people usually use search engines to find venues, and they can find lots of information about venues. Some websites clearly list all the information, while others only write a sentence, "Please call us." At this time, the event organizers will find that there are unexpected difficulties in "finding" and "picking" the venue.





2. DMAIC – Measure (1/3) AS-IS Model

Flexsim Simulation





2. DMAIC – Measure (2/3) AS-IS Model

Simulation Parameters

STEPS	Parameter setting
Customer arrival	Obey Poisson distribution, one customer arrives every 5 minutes
Search for venues on the Internet	Obey normal distribution (average 30, standard deviation 10)
Call the venue provider to ask for information 1	Obey normal distribution (average 12, standard deviation 1)
Call the venue provider to ask for information 2	Obey normal distribution (average 10, standard deviation 2)
Call the venue provider to ask for information 3	Obey normal distribution (average 9, standard deviation 3)
site survey1	Obey normal distribution (average 40, standard deviation 10)
site survey2	Obey normal distribution (average 50, standard deviation 10)
site survey3	Obey normal distribution (average 30, standard deviation 5)
Call the venue provider to make an appointment	Obey normal distribution (average 8, standard deviation 2)
Deal with order	Obey normal distribution (average 5, standard deviation 1)
Payment	Obey normal distribution (average 5, standard deviation 2)
Confirm Order	Obey normal distribution (average 3, standard deviation 1)



2. DMAIC – Measure (3/3) AS-IS Model

Simulation data

Staytime

Object	Min	Max	Average
looking for venue/Internet search for rental venues	0.00	56.27	28.60
looking for venue/Call to the venue provider ask for venue information 1	9.26	14.51	12.08
looking for venue/Call to the venue provider ask for venue information 2	4.19	15.76	9.70
looking for venue/Call to the venue provider ask for venue information 3	1.37	20.75	8.95
site survey process/site survey1	31.39	76.37	50.99
site survey process/site survey2	19.17	43.37	30.17
site survey process/site survey3	15.43	63.62	40.51
Order establishment process/Call the venue provider to make an appointment	2.74	13.74	7.89
Order establishment process/Deal with order	0.00	2.54	0.41
Order establishment process/Pay deposit	0.00	10.36	5.31
Order establishment process/Confirm Order	0.94	5.52	3.10

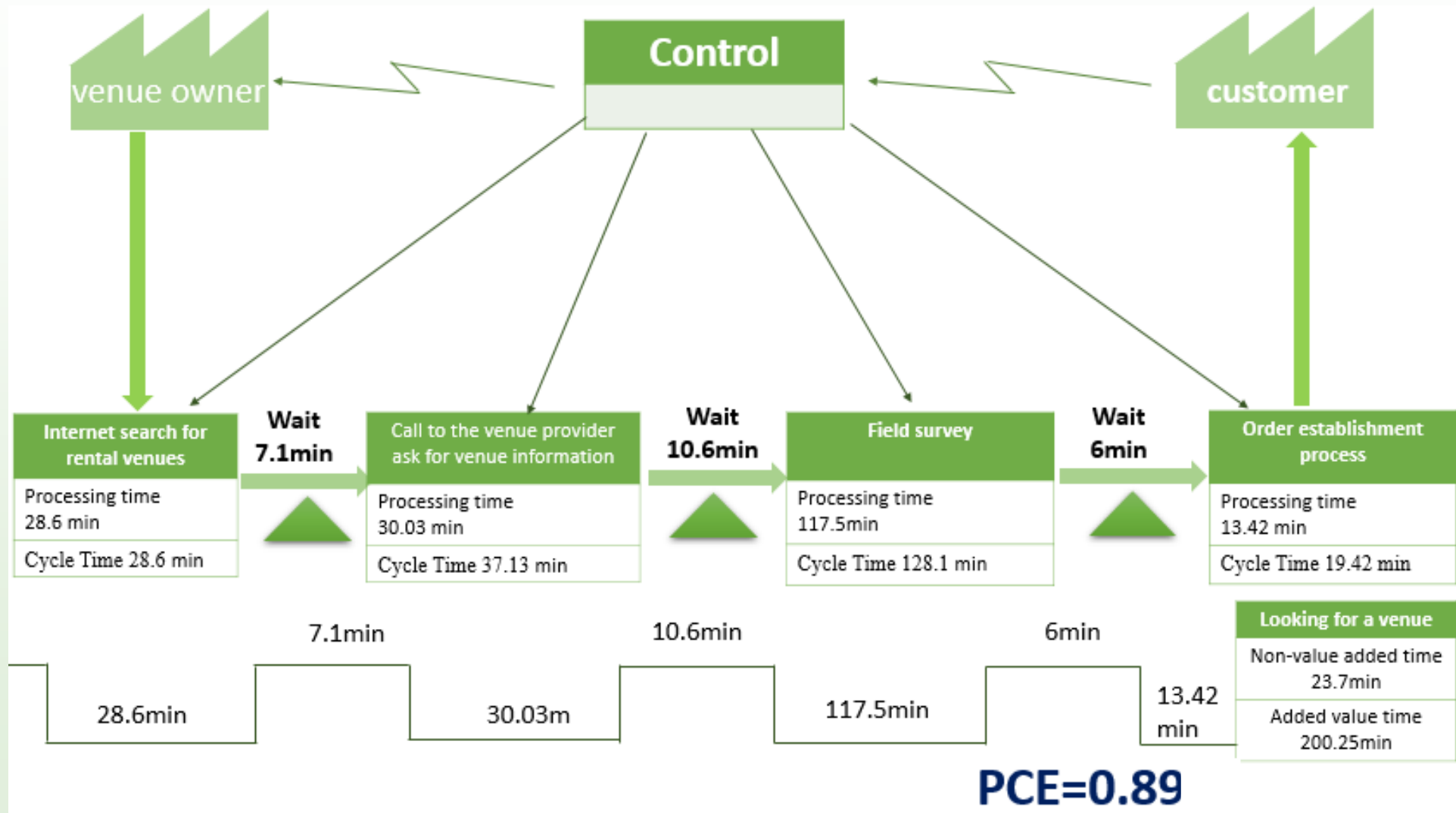


2. DMAIC – Analysis (1/4)

Identify the cause of the problem

	Problems	Method
1	Too much waste time	VSM
2	The process is redundant and not smooth.	VSM
3	Some steps in the system take long time to process	VSM
4.	There are bottlenecks in the system that affect system operation.	TOC

2. DMAIC – Analysis (2/4) VSM



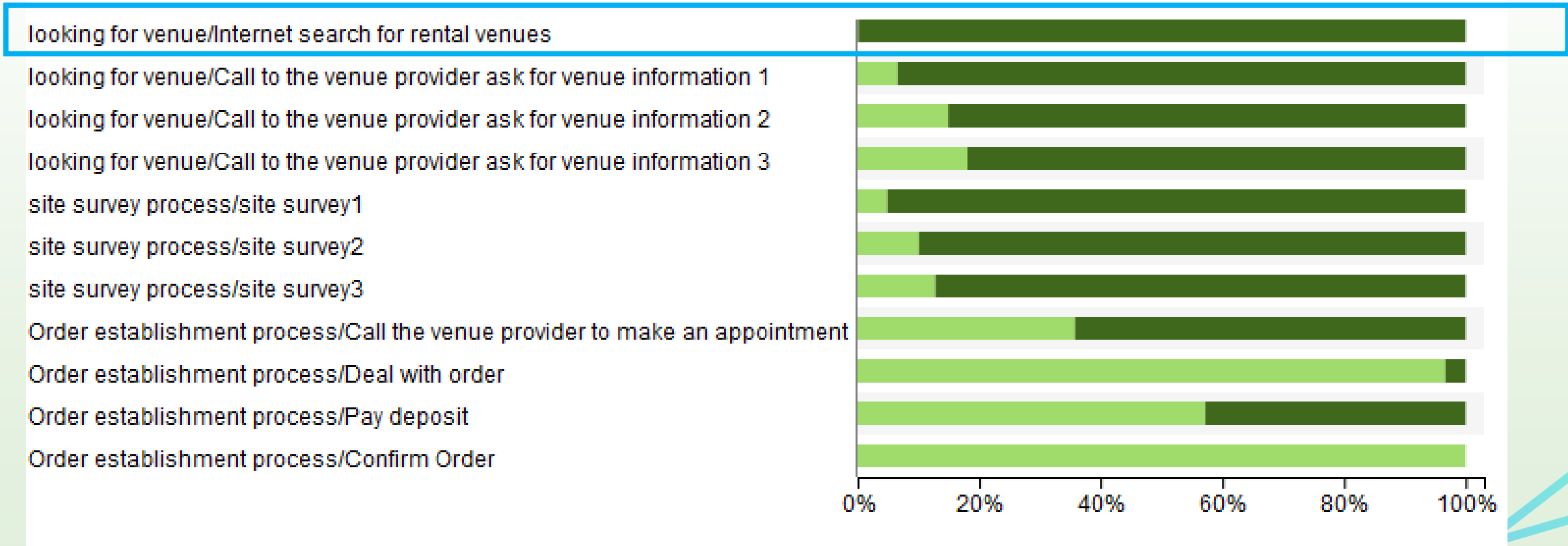


2. DMAIC – Analysis (3/4) TOC

Bar Chart

Bottleneck

■ Idle ■ Processing





2. DMAIC – Analysis (4/4)

Use 5W1H to find out the problem of the existing process.

What	Customers want to book a suitable venue to hold an event.	He has to spend a lot of time looking for a venue that meets his needs, and he has to call one by one to ask for information.
Why	Expect to shorten the time for customers to book venues	The cost of time for customers to find a venue is high.
Where	Find the suitable venue through search engine	Some companies' websites do not clearly list all the information, just write a sentence " please call us".
When	When customer calls the company to inquire about the venue information or book the venue	The company phone may be busy.
Who	Customer service	The staff may have misunderstood the time or location of the customer's reservation.
How	Create an app that can enter "number of people", "region" and "budget" to filter the venues that meet customer needs. With this app, customers no longer need to use the phone to reserve the venues or inquire about the venue information .	



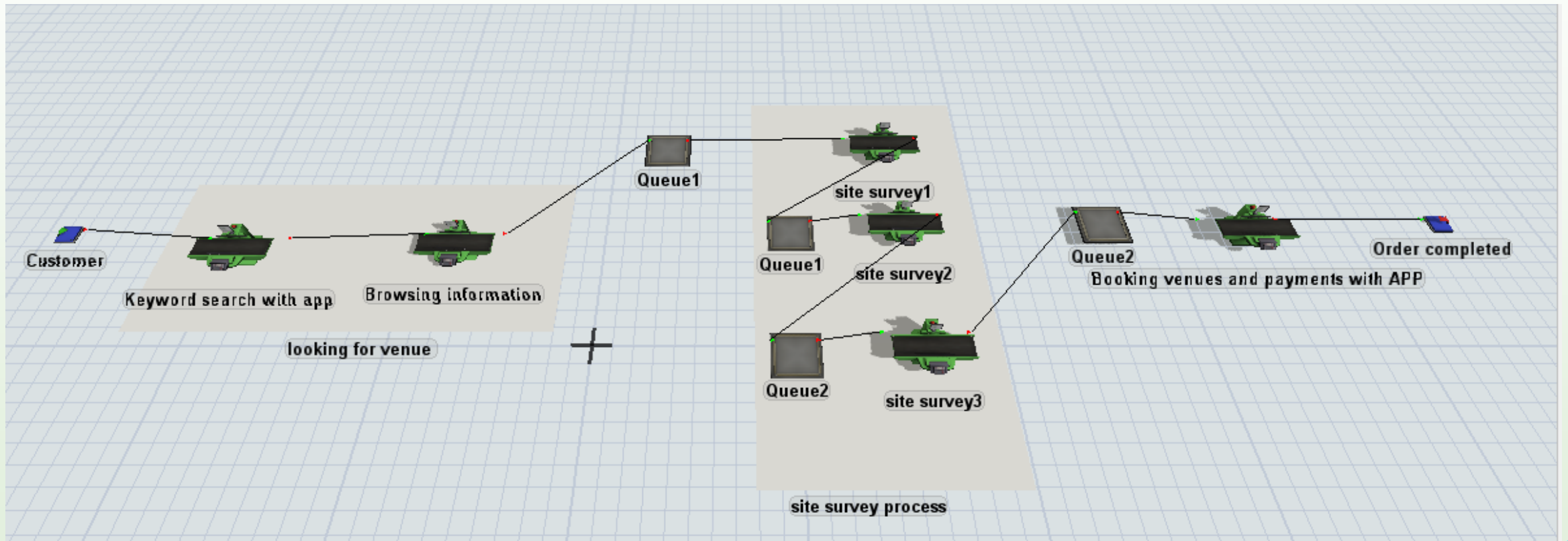
2. DMAIC – Improve (1/4)

	Problems	Improvement
1	The process of searching the site on the Internet is too long.	Search and filter requirements with APP keywords.
2	Customers must call each venue owner to confirm the price.	Use APP to integrate information of each venue.
3	The process of setting up an order is time-consuming.	Integrate the process and design an app to allow customers to book venues and pay online.
4	The phone may be busy.	Create an app with chat function that allows customers to ask for information in time.



2. DMAIC – Improve (2/4) TO-BE Model

Flexsim Simulation





2. DMAIC –Improve (3/4) TO-BE Model

Simulation Parameters

STEPS	Parameter setting
Customer arrival	Obey Poisson distribution, one customer arrives every 5 minutes
Using keywords to search with APP	Obey normal distribution (average 3, standard deviation 2)
Browsing information	Obey normal distribution (average 10, standard deviation 5)
site survey1	Obey normal distribution (average 40, standard deviation 10)
site survey2	Obey normal distribution (average 50, standard deviation 10)
site survey3	Obey normal distribution (average 30, standard deviation 5)
Booking venues and payments with APP	Obey normal distribution (average 10, standard deviation 3)



2. DMAIC –Improve (4/4) TO-BE Model

Simulation data

Staytime

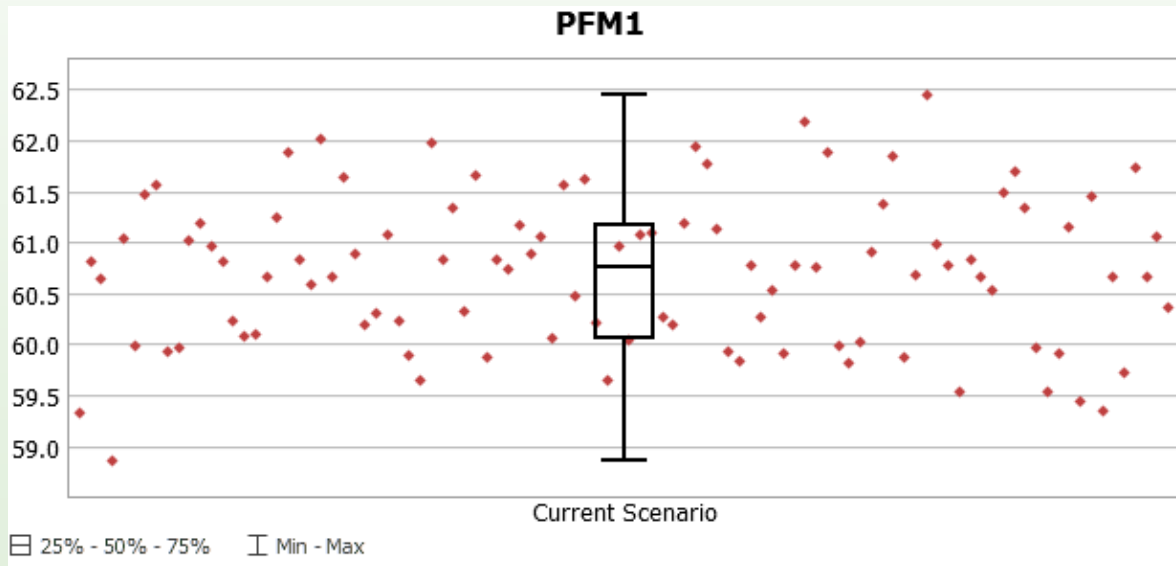
Object	Min	Max	Average
Keyword search with app	0.00	8.27	3.13
Browsing information	0.00	22.54	10.40
site survey process/site survey1	10.93	60.66	38.20
site survey process/site survey2	26.97	75.32	50.63
site survey process/site survey3	16.83	41.28	28.98
Booking venues and payments with APP	3.50	18.02	10.07



2. DMAIC – Control(1/7)

Performance Before

Simulation Result



- looking for venue/Internet search for rental venues
- looking for venue/Call to the venue provider ask for venue information 1
- looking for venue/Call to the venue provider ask for venue information 2
- looking for venue/Call to the venue provider ask for venue information 3

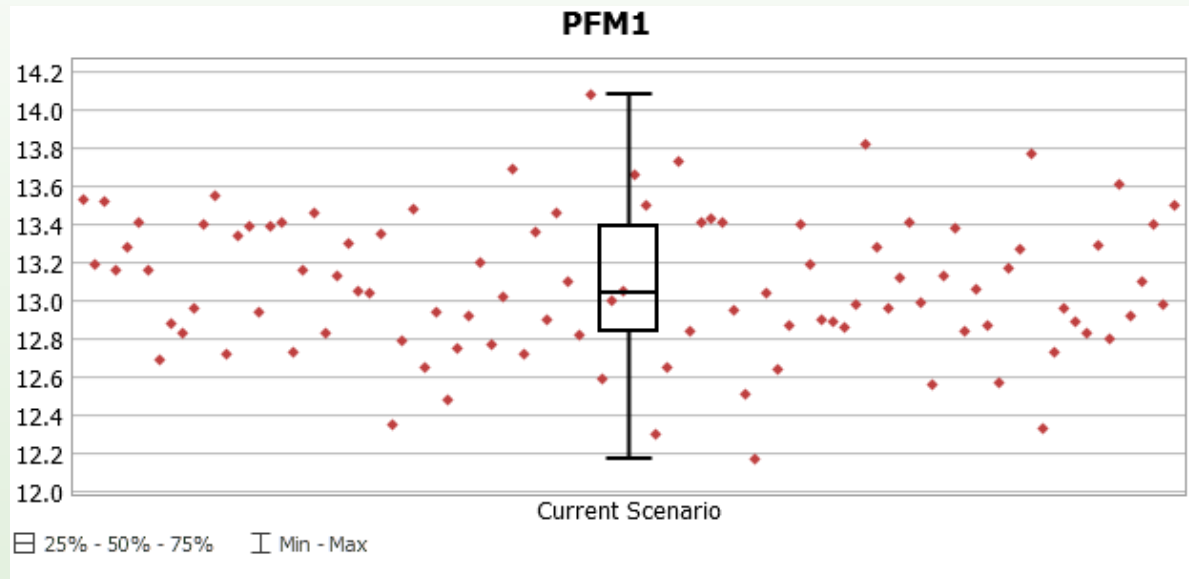
	PFM1			Sample Std Dev	Min	Max
	Mean	(90% Confidence)				
Current Scenario	60.58	< 60.71 <	60.83	0.74	58.87	62.45



2. DMAIC – Control(2/7)

Performance Improvement

Simulation result



Keyword search with app	0.00	8.27	3.13
Browsing information	0.00	22.54	10.40

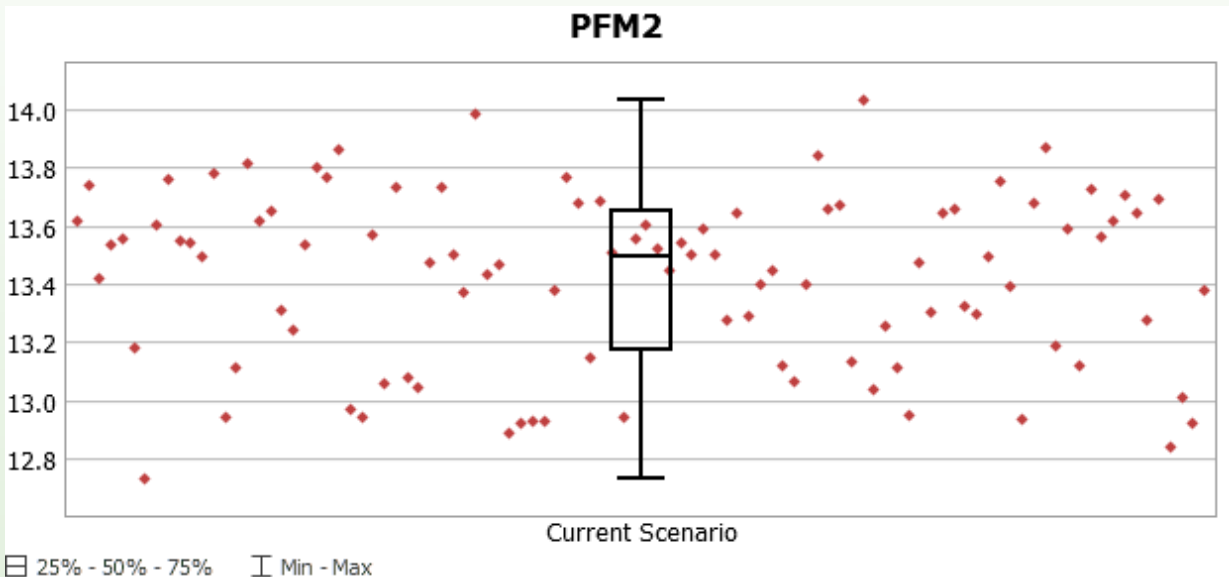
	Mean (90% Confidence)	Sample Std Dev	Min	Max
Current Scenario	13.014 < 13.075 < 13.136	0.364	12.166	14.078



2. DMAIC – Control(3/7)

Performance Before

Simulation result



- Order establishment process/Call the venue provider to make an appointment
- Order establishment process/Deal with order
- Order establishment process/Pay deposit
- Order establishment process/Confirm Order

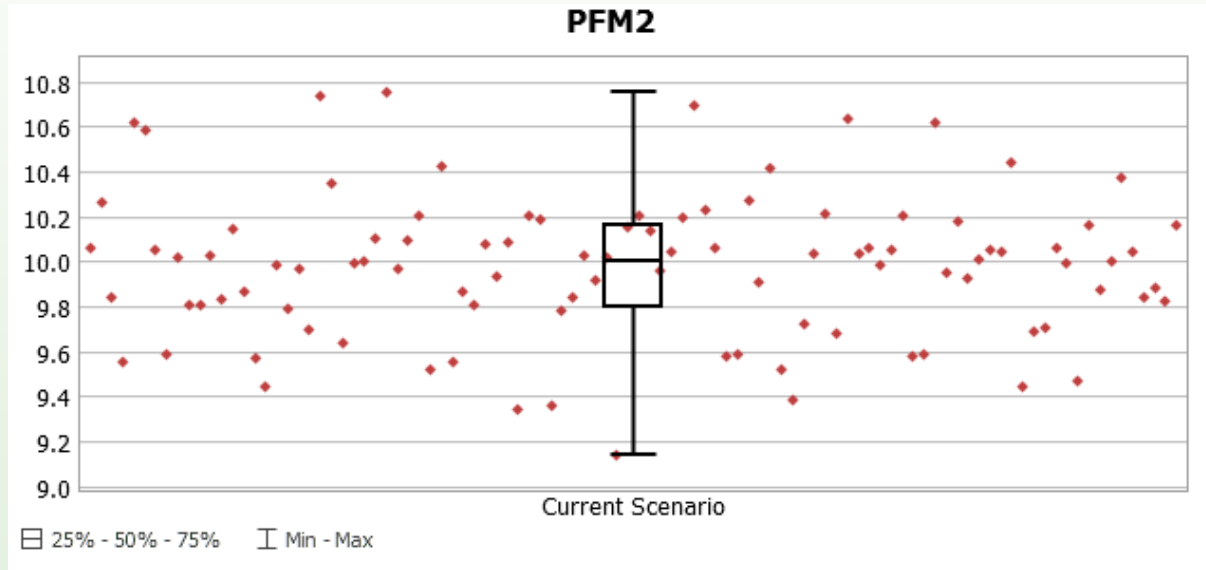
	PFM2				
	Mean (90% Confidence)	Sample Std Dev	Min	Max	
Current Scenario	13.371 < 13.421 < 13.470	0.298	12.734	14.031	



2. DMAIC – Control(4/7)

Performance Improvement

Simulation result



Booking venues and payments with APP

	Mean (90% Confidence)	Sample Std Dev	Min	Max
Current Scenario	9.921 < 9.974 < 10.028	0.323	9.142	10.753



2. DMAIC – Control(5/7)

Performance Improvement

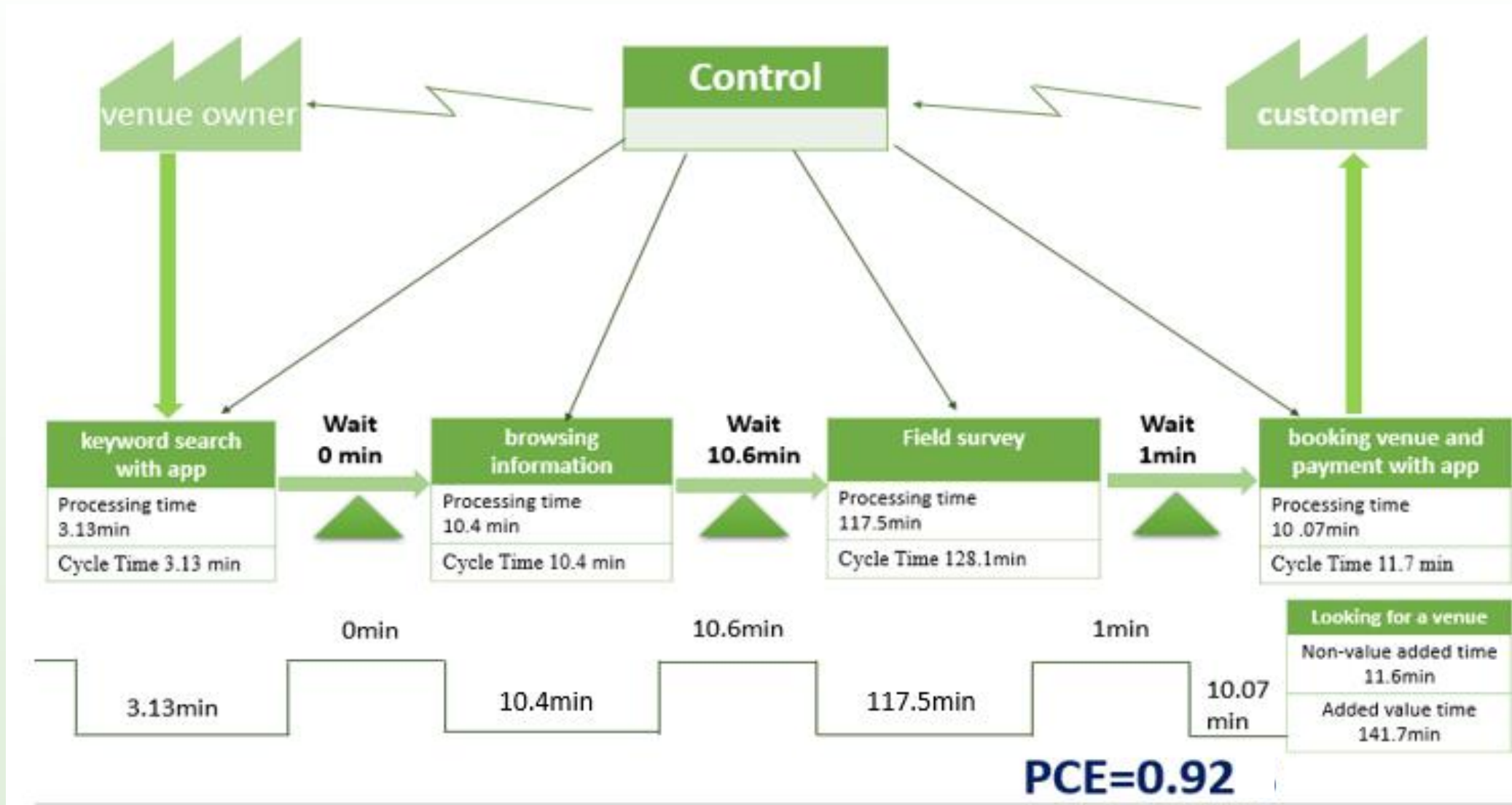
Throughput

Object	Input	Output
Order completed	80.00	0.00

Throughput

Object	Input	Output
Order completed	87.00	0.00

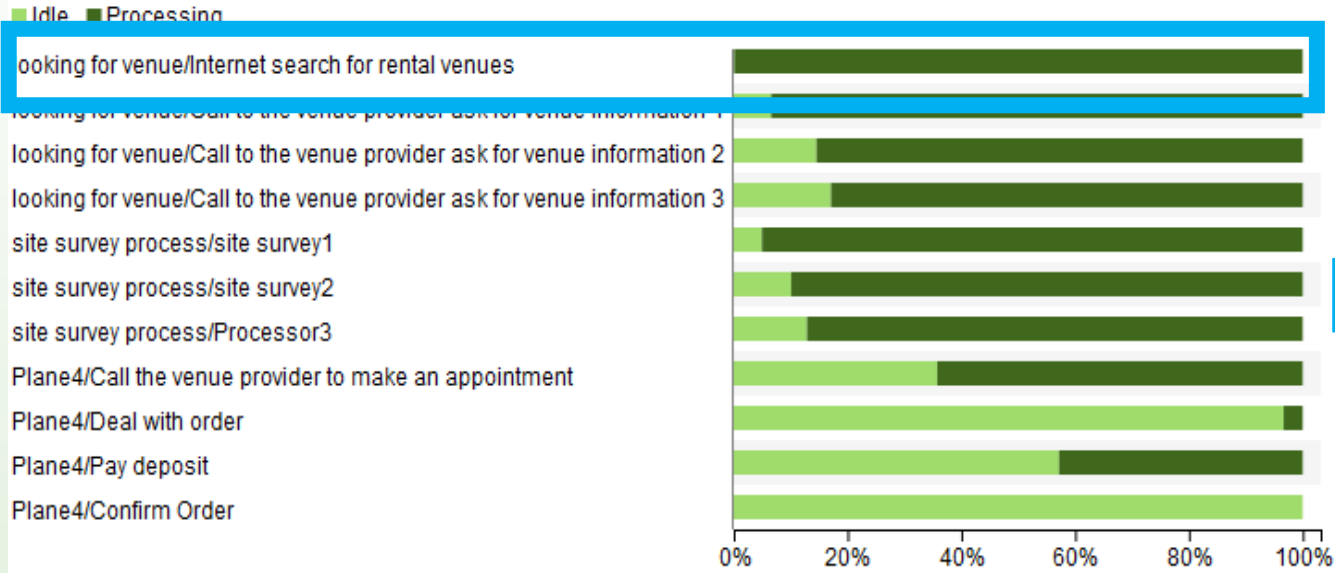
2. DMAIC – Control(6/7)VSM



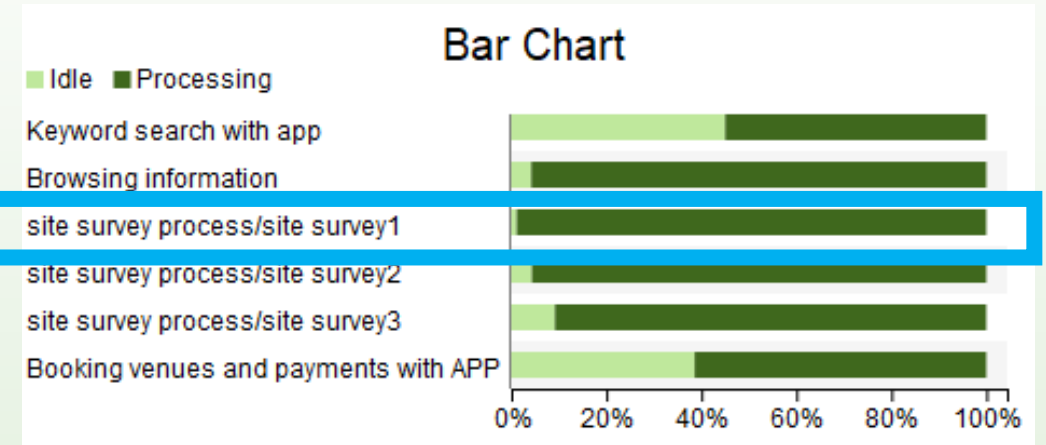


2. DMAIC – Control(7/7)-Toc

Bar Chart

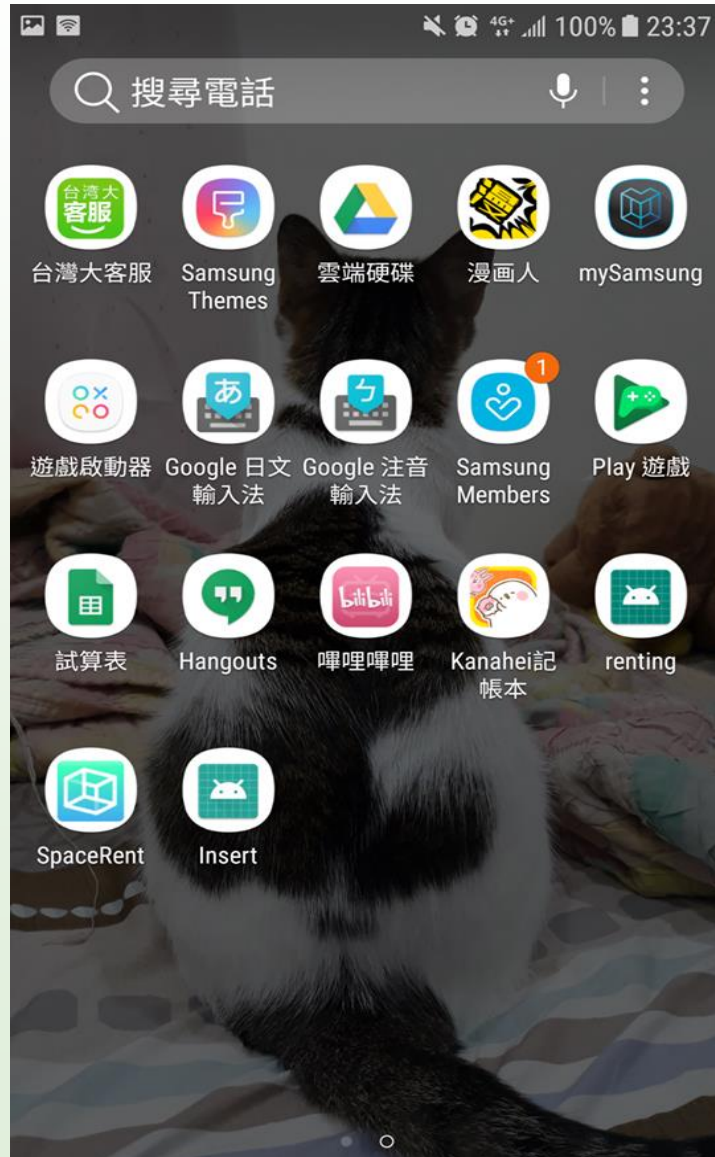


Bar Chart

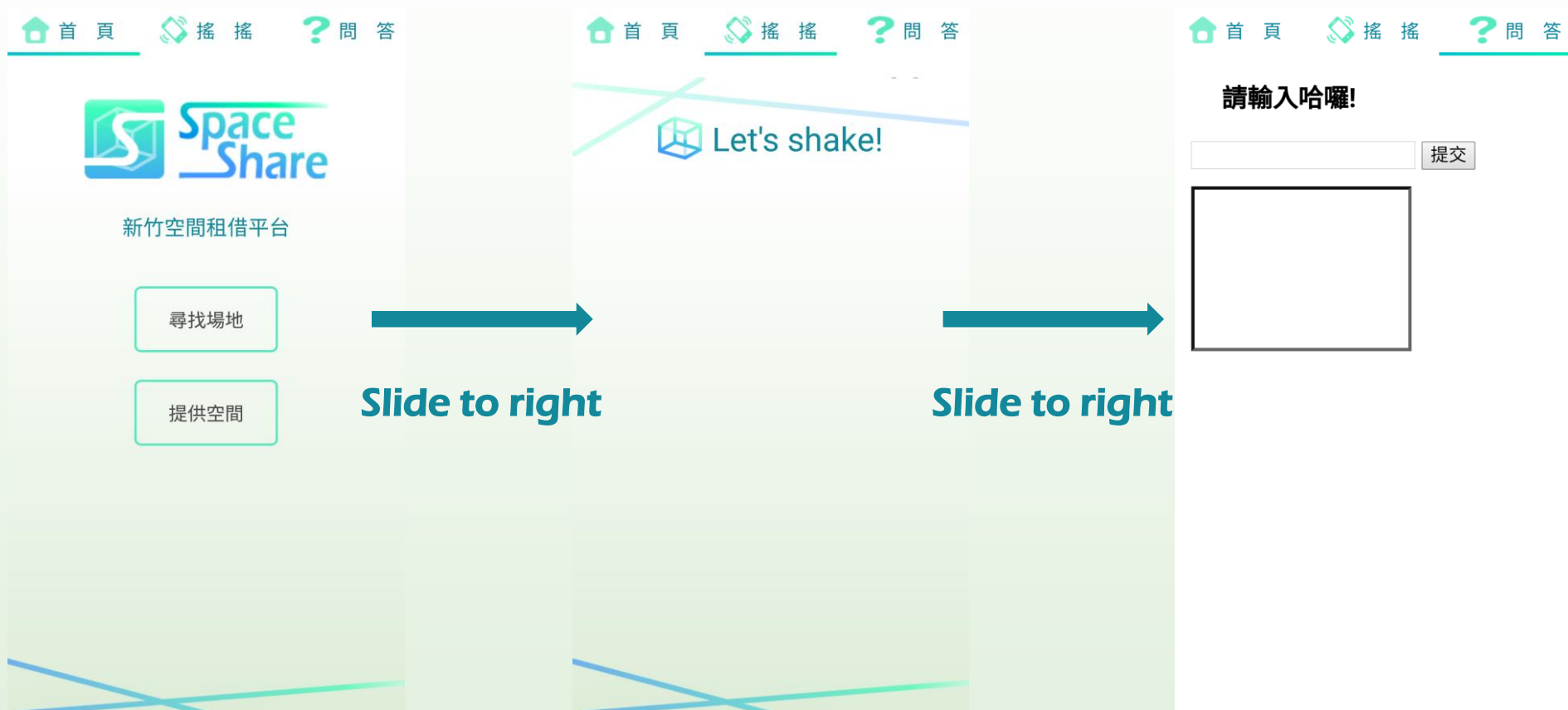




3. APP Introduction – Demo(1/6)



3. APP Introduction - User Flow (2/6)



3. APP Introduction - User Flow (3/6)



3. APP Introduction - User Flow (4/6)

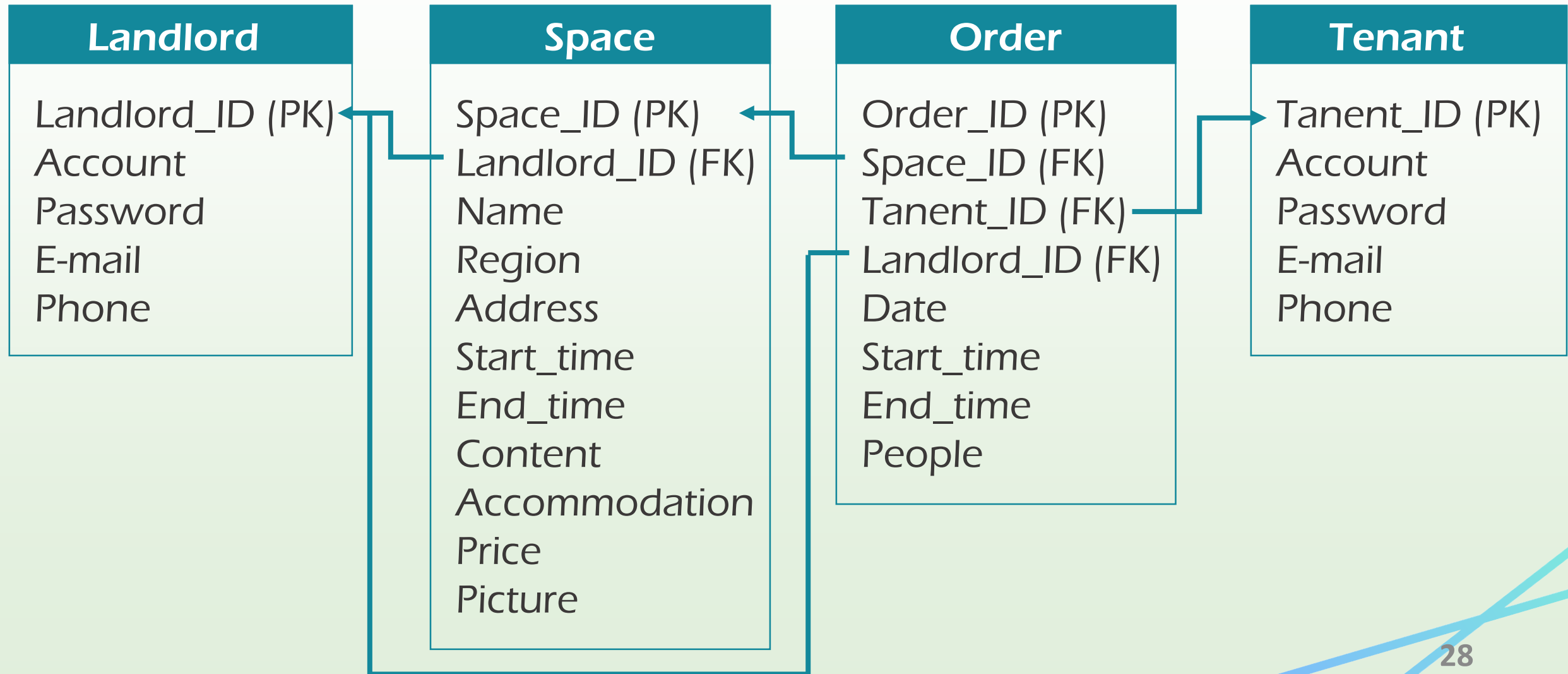


3. APP Introduction - User Flow (5/6)

Shake page (Randomly show up event and discount)



3. APP Introduction - E-R Model(6/6)



**Thank
You!**