Project Deliverable C:
Design Criteria And Target Specification

GNG 1103: Engineering Design

Section #A02

Group #6

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Design Criteria:

Client statement	Interpreted needs	Design Criteria	Functional or Non-functional Requirements	Verification method
Democratize the idea of loyalty points	Allow consumers to be more flexible with how they use the points.	- points must be easy to be used and (maybe) be transferable from 1 account to another. - A guidance system to plot a path.	Functional Requirement	Test
Facilitate participation of small businesses.	Allow smaller customers to use the program. Not only just for the big company.	- Needs to be accessible for all consumers	Functional Requirement	Test
Increasing the transparency of the procedure.	Allow the user to understand better what goes on behind the scenes and make it simple enough for them to get a grasp of the idea.	- Simplicity	Non-Functional Requirement	Feedback from clients
Promote horizontal B2B partnerships.	We need new ideas to build this program that will allow users (businesses) to use their points horizontally, in rather different ways. Instead of a tunnel view. (Having more uses than just what they are now)	- Universality	Functional Requirement	Test
The platform that delivers a frictionless experience to consumers	how they earn redeem exchange donate and by loyalty points	- Setting a rewards program	Functional Requirement	Test
More choices to improve customer satisfaction	because customer satisfaction is important and we need to satisfy the	- Customer feedback option (on the website)	Functional Requirement	Feedback

through its own flexibility	customer if we want to make sales. Otherwise, the whole program will be useless if no one uses it.			
Looking for clean structured software.	It needs to be aesthetically pleasing. A better-looking website or app, might keep the client interested and value the product more. (Keep them hooked)	- Software must have a pleasing aesthetic.	Non-functional Requirement	Feedback
Needs to be safe	Because the program will be working with points that have high value and money. These points need to be protected for the customer to use. If they can't trust the security provided by the bank (or rather the program) then they might not trust the bank ALL together, not just for the program. And therefore end up leaving.	- Safety system to ensure the security of personal info.	Functional Requirement	Test
More diverse and able to adapt to multiple cultures and languages.	Because customers want the platform to be available in more countries than just Canada. So the platform needs to be able to adapt to a diverse environment.	- Option for the website to be translated into different languages	Non- Functional Requirement	Test and Feedback

Technical benchmarking:

Point-based programs are the most popular loyalty programs and offer customers rewards such as free products, cash, and unique gifts & perks. Customers can accumulate points by spending on a specific product or brand, and so therefore a lot of different corporations use the point-based system (not just banks). Now for example Starbucks is one of the most famous coffee places

among the youth of today, and some of them drink it daily. So Starbucks doesn't just have an app that only offers its consumers a one-stop shop to pay for their orders and collect and redeem points, but it also collects information for Starbucks on customer habits and preferences. In order for a customer to earn and redeem loyalty points, they must use the Starbucks app, which helps them calculate what they can redeem with their points and how many points they have, and notify them whenever they have free gifts for their loyal consumers. They even offer special awards called “stars” based on how the consumer spends their money. So the user interface and functionality of the app is also really important because kids nowadays (or young adults we should say), are more tech-savvy and like to use apps for everything. So it is crucial that for Zafin we can build a very functional and clear app. It is also important to present ways to redeem points of higher value if they spent their money in a specific way or on specific things.

Another good example of a free loyalty program is The North Face's XPLR Pass, which isn't your average "spend $1, get 1 point" scheme. By offering unique extras like gear testing, discounts to related special services like AllTrails Pro, and access to unreleased gear that only The North Face athletes usually get to test out before they're released, - by doing all that, the North Face appeals directly to its customer base. The members are also rewarded for things like being responsible consumers — like 10 points for bringing a reusable bag to stores — and getting out and using the gear they purchased — like 5 points for using the mobile app to check into national parks and national monuments. So the North Face point rewards program stands out because it can tap into its customer's specific wants and needs. This also needs to be adapted into this loyalty program for Zafin, we need to build a program that allows the user to have special treatment if they go the extra mile by being responsible with their money, for example, if they

have a higher credit score they can also get more points that can be used in everything (or as many things as possible), not just the usual “get the chance to get better rates on car insurance” or “more housing options”...etc.

Target specifications:

Due to our projected idea being software-based, we were unable to determine physical target specifications for our product. However, we did decide that our focus for a target specification would be based on the accessibility, simplicity, navigability, universality, and safety of our platform for the project. We would like to make the platform be able to be easily accessed by all users whether the users are big or small and whether they are from which countries. Easy to navigate, with a simple-to-use interface. In addition, our platform should also minimize the cost. According to customer needs, we should control the cost within 50 dollars.

Reflection from meeting with the client:

From the client meeting, we were able to understand what was important to them. After writing the wants and needs, we were able to see the greater idea of what our software needed to have -these are the design criteria. Since we could figure out what was most important, we were able to deduce the main criteria that our software needed to have. As engineers, we cannot assume what the clients’ wants and needs are, meaning that we cannot assume what the design criteria are. Overall, the design criteria are based on what is most important to the client.

References:

Designs, Avex. “The 8 Best Customer Loyalty Programs.” *Avex Designs*, https://avexdesigns.com/blog/the-8-best-customer-loyalty-programs.