

Project Deliverable B: Needs Identification and Problem Statement

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1. Needs Identification

1.1. Need Statements

1. Develop software to store, access, and redeem loyalty points/rewards
2. Make loyalty points interchangeable among different ecosystem partners
3. Ability to generate/earn loyalty point internally
4. Create a loyalty program that is accessible, and flexible (horizontal)
5. Provide insights on collection, use of points “is it working”?
6. Cloud-based software. Can be run by banks or a third party
7. Easy to use
8. visually appealing
9. Allow financial institutions and their ecosystem partners to participate in Loyalty programs
10. End-user app or UI that can list/manage all points
11. Should have B2B components and B2C components
12. Different languages
13. Potential for Crypto?

1.2. Needs Subgroups and Prioritization

Subgroup 1 - User Interface

Low Priority	Medium Priority	High Priority
12	7, 8	10

Subgroup 2 - Functionality

Low Priority	Medium Priority	High Priority
13	2, 3, 5	1, 4, 6, 9, 11

2. Problem Statement

Existing Loyalty Programs are currently confined to operating between major banks and corporations, thus prohibiting smaller businesses from participating. A cloud-based platform that allows the democratization of Loyalty Programs by making them more accessible to smaller businesses is required.

3. User Benchmarking

This [link](#) is an article on the Shopify Blog on Innovative Customer Rewards Programs. Here are some types of Loyalty Programs that are identified in the article:

1. **Point-Based Loyalty:** The most common type of loyalty program. Users accumulate points and redeem them for perks.
2. **Tiered Loyalty:** Users get different benefits depending on their rank. Ranks are based on predetermined metrics such as sales or engagement.
3. **Paid Loyalty (fee-based):** Users receive immediate and ongoing benefits for a participation fee

4. **Value Loyalty:** This doesn't reward users directly; it allows users to donate their accumulated loyalty "points" to an organization that aligns with their personal values. This is often combined with other types of loyalty program.

This [link](#) is an article on Zendesk on customer loyalty program types, and how to successfully implement them. Below are some additional Loyalty program types that were not previously identified:

1. **Gaming Programs:** This is a program that incentivizes the spending of money by giving users intermittent goals and rewards based on how many "points" they can collect (Starbucks).
2. **Free Perks Programs:** allow users to claim ongoing discounts, UBER eats free delivery, or 20% off order over \$20.
3. **Refer a Friend Programs:** This is self-explanatory. Rewarded for bringing in new people (gyms, etc.)
4. **Cashback Programs:** Also self-explanatory, I see this being the most versatile and relevant to the Zafin program.

What do you like about the PC points system?

- When I know, I am going to do a lot of spending, I can use the PC points to reduce my spending
- I like that I can save them and that they don't expire
- Bonus points on certain items
- The points bonuses become tailored to specific users

What don't you like about the PC points system?

- Used to be on everything, now is on only certain products
- Used to be on all products, now only at certain stores
- Too many subscription emails for stuff that the local store doesn't have

What do you think should be done differently about the PC points system?

- Make something that you don't need to change
- The website is too complicated
- Is nice to be able to look at how many points you have easily
- Tailored emails to a location

Interviewed Emma and Derek Mumford on 10/02/21 by Ethan Mumford

4. Outstanding Items

1. Will users have the option to change points into currency?
2. Is cryptocurrency a possible avenue?