

NEED IDENTIFICATION AND PROBLEM STATEMENT BRIEFING

GNG1103 Section #A03 Team #12

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Zafin is an international financial technology company, which focuses on providing software to banks that improves their customer relations, and increases revenue. Zafin has enlisted us to create a new platform whose main goal is to democratize loyalty rewards points.

Below is a list of needs statements obtained from the initial client meeting

- is usable for all demographics, but be appealing to youngers
- is able to keep users' data secure and protected
- is a "business to business" solution
- is able to consolidate useful customer data (how/when/where/how often points are used)
- encourages customer to use the points that they have earned
- is able to import and evaluate incoming points from various stores
- appeals to a western, first world audience
- is able to handle a lot of data going in and out at all times
- is a low cost solution banks can integrate into their existing systems

These need statements can be interpreted and organized as shown in Table 1 below.

Table 1: Interpreted needs organized into groups and ranked based on priority level

Group	Interpreted Needs	Priority Level
Security	The loyalty rewards program handles incoming and outgoing data securely.	1
Performance Capability	The platform is a large volume platform and can process large amounts of data and users at once.	2
	The program converts points into a universal medium, and evaluates each point based on perceived value.	3
Data Analysis	The program analyzes incoming customer usage data, and provides unique algorithms to encourage spending and efficacy.	1
	The platform is able to import points from multiple sources frictionlessly.	2
Cost	The platform is a low cost solution.	3
Ease of use	The program integrates seamlessly into existing bank systems and softwares	2
	The user interface is simple, efficient and intuitive.	3
	The platform is feasible to use for large and small institutions.	3

These interpreted needs were then ranked from 1 to 5 (as shown in Table 1) based on the following scale:

- 1 - Satisfying the need is critical
- 2 - Satisfying the need is highly desirable
- 3 - Satisfying the need would be nice, but not necessary
- 4 - Satisfying the need is not important
- 5 - Satisfying the need is undesirable

Based on the first client meeting, Zafin largely prioritizes customer satisfaction and platform accessibility. They especially emphasized their focus on making sure the platform was easy to implement in a variety of settings and able to run smoothly with a large volume of sensitive data in a secure manner. They also emphasized making sure the banks were happy with the results of the platform and its effectiveness within bank loyalty. Our prioritizing reflects this, ranking security and implementation as critical needs, as well as the effectiveness of our platform's data analysis and the accessibility of this analysis to financial institutions. Other needs were contradicted or made unimportant during the client meeting (such as having a B2B solution) and were therefore ranked much lower on the scale or otherwise eliminated from the interpreted needs list.

Based on this the information from the first client meeting and the resulting list of interpreted needs, we will focus our design efforts on the following problem statement:

We will strive to design a secure, easy-to-use platform that accumulates, analyzes and spends points from various loyalty rewards programs in an effective and personalized manner while still respecting user privacy.

In addition to these interpreted needs, multiple similar loyalty program groupings were researched and benchmarked to grasp an understanding of how this idea has been made effective on smaller scales such as in the cases of CIBC, PC Optimum, Air Miles, Scene and more.

Features	Institutions that offer them
Points that do not expire	Sephora, CIBC, PC Optimum, Air Miles, Scene
Able to collect points by purchasing anything (at any store)	CIBC, Hudson's Bay, RBC, Air Miles
Able to use points to pay off credit cards/loans	CIBC, RBC
Requires a physical card	CIBC, Hudson's Bay, Scene, RBC, Air Miles
Annual membership fee	CIBC, Air Miles
Tiered membership	Sephora, CIBC, Hudson's Bay, PC Optimum

Based on the first client meeting, interpreted needs and benchmarking, there are many questions (as shown below) that need to be answered before a proper platform can be designed.

- What motivates someone who has been saving points for a long time to finally spend them?
- Would it be more effective for available offers to be curated per customer based on their spending habits? Or should every customer receive the same offers?
- Legally, what happens if there is a breach in security and someone's points are stolen? What is Zafin's role in this case?
- Would it be ideal for couples or families to be able to share points, or would an individual-focused model be more successful?
- Is Zafin expected to evaluate all the points coming from different vendors?