

PROJECT DELIVERABLE C - DESIGN CRITERIA AND TARGET SPECIFICATIONS

GNG 1103

Section #A03

Team #12

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Introduction

After spending time with the client to fully comprehend the problem through an elaborate interview, we gathered the clients' statements and turned them into specific criteria. Our team will be able to build a prioritized design criterion that illustrates the requirements and restrictions involved in coming up with a clear and reasonable solution to the problem if we have a firm discernment of the client's needs. We will also perform some technical benchmarking in this documentation to see what other experts have come up with as a similar answer to our challenge. Finally, we will describe our target parameters so that we can focus on the client's initial problem, as well as set goals for any potential solutions.

Design Criteria

Table 1: Design Criteria Based On Interpreted Need Statements

Number	Needs	Design Criteria
1	The loyalty rewards program handles incoming and outgoing data securely.	Security Protocols Meets all laws and regulations
2	The program analyzes incoming customer usage data and provides unique algorithms to encourage spending and efficacy.	Working execution of the program
3	The platform is a large volume platform and can process large amounts of data and users at once as well as the ability to import points from multiple sources frictionlessly.	Software Protocols Working execution of the program
4	The program integrates seamlessly into existing bank systems and software.	Integration Software
5	The platform is a low-cost solution.	Cost (\$)
6	The program converts points into a universal medium and evaluates each point based on perceived value.	Calculation and Conversion System
7	The user interface is simple, efficient and intuitive.	User Attraction Interface Design Protocol
8	The platform is feasible to use for large and small institutions.	Institution Protocol

Technical Benchmarking

The technical benchmarks are based on banking, retail, and other reward programs.

Table 2: Technical Benchmarking for BMO, RBC, HSBC and CIBC

Metrics	Importance	Units	Reward Name			
			BMO	RBC	HSBC	CIBC
<i>How to get Points and their Value</i>	2	Places	Purchases with BMO mastercard	-Purchases with RBC rewards cards -Welcome points	Purchases made with HSBC Mastercard	-1 Aventura Point for every 1 dollar spent using credit card -1.5 for every dollar spent on gas, groceries, drug stores -2 for every dollar spent on travel using the CIBC Rewards Centre -20000 points when first purchase is made -Extra 1250 points every month you spend over \$1000 on credit card (only for first year)

Cost	3	Canadian Dollars	Depends on cards types	Depends on card types	\$0-\$149	(\$139 plus \$50 per additional card) per year. First year's fee waived
Reward Rate	3	Point to \$ value	Depends on cards types	Depends on card types	Depends on the type of rewards program	n/a
Card or App	4	Yes or no/ both	Both	Both	Both	Both
Target Audience	3	People	Business and personal users	Business and personal users	Businesses and Personal use	Adults
Security	1	yes/no	Yes	Yes	Yes	Yes
Located	3	Country	Wherever BMO operates	Canada but can be used where visa is accepted	Wherever HSBC operates (over 64 countries)	Canada but can be used where visa is accepted
Banks	4	yes/no	Yes	Yes	Yes	Yes
Expiration Date	2	yes/no	No	No	Yes - after 3 years	No - unless the accounts is closed or owner dies
How it can be used	2	Purchases	Buying anything	Buying anything	Buying anything	Buying anything
Membership Fee	3	yes/no	No	Yes-annual	Yes - annual	Yes - annual
Tiered Membership	4	yes/no	Yes	Yes	No	Yes
Types of Rewards Services	2	1≥	Travel, Pay off statements, Money to invest in account, Gift cards, merchandise	Travel merchandise & gift card, RBC financial rewards pay with points donated to charity	Travel, merchandise from HSBC online store, gift cards, paying off credit card/loans	Travel: Flights hotels Travelling insurance CIBC Rewards shop

Table 3: Technical Benchmarking for Hudson's Bay, PC Optimum and Glue Loyalty Program

Metrics	Importance	Units	Reward Name		
			Hudson's Bay	PC Optimum	Glue Loyalty Program
How to get Points and their Value	2	Places	Points can be earned by making purchases at: -Any Hudson's Bay store -Any Home Outfitters store -Hudson's Bay Website	shopping online, in store, entering point events and accepting personalized offers	shopping online, in store, entering point events and accepting personalized offers
Cost	3	Canadian Dollars	\$0	\$99/year, \$9.9/month	\$99 a year if paid upfront, 9.99/month or 119\$ for 12 months (can opt out if paying per month)
Reward Rate	3	Point to \$ value	2 points is worth \$0.01 1 point = 1 dollar for basic tier 1.5 points = 1 dollar plus tier 2 points = 1 dollar vip tier	10 points for \$0.01	10 points for \$0.01
Card or App	4	Yes or no/ both	Both	Both	Both

Target Audience	3	People	Existing Bay shoppers and Zellers shoppers	Business and personal users	Local Business and personal users
Security	1	yes/no	Yes	Yes	Yes
Located	3	Country	Canada	More than 4500 participating locations	More than 4500 participating locations
Banks	4	yes/no	Yes - Mastercard	No	No
Expiration Date	2	yes/no	Yes - after 12 months	No (but you need to redeem at least once every 2 years)	No (but you need to redeem at least once every 2 years)
How it can be used	2	Purchases	Cash in points at stores for coupons to spend	Buying anything	Buying anything
Membership Fee	3	yes/no	No	No	Yes, monthly
Tiered Membership	4	yes/no	Yes	No	No
Types of Rewards Services	2	1≥	-Hudson's Bay Rewards Points -Home Outfitters Rewards Points -Air Miles -Charities	PC Travel Credits (can spend points on travel related bookings and rentals and can earn more regular PC points) Free Deliveries and Pick ups Extra points on qualified Purchases (generate up to 200 points per dollar, aka 20% return instead of normal 10% return)	

Table 4: Technical Benchmarking for SCENE, AirMiles and Amex Rewards

Metrics	Importance	Units	Reward Name		
			SCENE	AirMiles	Amex Rewards
How to get Points and their Value	2	Places	-Movie tickets at Cineplex -Restaurants -Experiences with partners	Purchases can be made with AIR MILES sponsors, as well as at eligible grocery stores, gas stations and drug stores	Spending Money Traveling or Purchasing
Cost	3	Canadian Dollars	\$0	-AirMiles - \$0 -BMO AirMiles MasterCard - \$0 -American Express AirMiles Platinum Credit Card - \$120 -BMO AirMiles World Elite MasterCard - \$120 (waived for the first year)	\$50 + Tax
Reward Rate	3	Point to \$ value	-Earn 5 points for every \$1 spent on movie tickets at Cineplex -Earn 1 point for every \$3 spent at 7 great restaurants -Earn points through experiences with partners -Scotiabank cardholders get 1 SCENE point for every \$1 spent on almost any transaction and 5 SCENE points for every \$1 spent at Cineplex theatres with this	-hotels give 1 mile for every \$5 spent -merchants give 1 mile for every \$10 or \$15 spent -Earn additional miles through AirMiles	1 point per dollar

			credit card		
<i>Card or App</i>	4	Yes or no/ both	Both	Both	Yes - Card
<i>Target Audience</i>	3	People	Flexible customer loyalty program	All demographics	25-40-year-olds
<i>Security</i>	1	yes/no	Yes	Yes	Yes
<i>Located</i>	3	Country	Canada	Canada but you can get a flight from Canada to anywhere in the world or from the U.S to Canada	Toronto - accepted in over 100 countries
<i>Banks</i>	4	yes/no	Yes - Scotiabank	Yes - BMO and Amex	Yes - American Express
<i>Expiration Date</i>	2	yes/no	Yes - after 2 years	Yes - after 24 consecutive months or two years	No
<i>How it can be used</i>	2	Purchases	-At movies and entertainment -Dining -Digital Gift Cards	Counts towards travel services, merchandise, Certificates, and other Rewards (has no cash, monetary or other value and cannot be converted into any currency)	-Book Flights -Book Hotels -Allows you to book through Expedia
<i>Membership Fee</i>	3	yes/no	No	No	Yes - Depending on the type of Card
<i>Tiered Membership</i>	4	yes/no	Yes	Yes	Yes
<i>Types of Rewards Services</i>	2	1≥	SCENE Points	-Cash Miles can only be used for in-store discounts or cash vouchers -Dream Miles are used for Air Miles Dream rewards (everything else)	-Travel -Point Transfers -Hotel -Gift Cards -Shopping -Charity

Target Specifications

Table 5: Target Functional Specifications

Number	Design Specifications	Relation	Value	Unit	Verification Method
Functional Specifications					
1	Security Protocol	=	yes	yes/no	Analysis and Test
2	Data Analysis	=	yes	yes/no	Test
3	Software Protocol	> or =	5,000,000 TB 1,000,000 users	TB People	Test
4	Working execution of the program	=	yes	yes/no	Test
5	Calculation and Conversion System	=	Points to different points Point to currency	Points to perceived value	Analysis and Test
6	Meets all laws and regulations	=	yes	yes/no	Given
7	Integration Software	=	yes	yes/no	Analysis and Test

Table 6: Target Non-Functional Specifications

Number	Design Specifications	Relation	Value	Unit	Verification Method
Non-Functional Specifications					
1	Aesthetics and design	=	Yes	Yes/No	Observation and Test
2	Appeal to a younger audience	=	Yes	Yes/No	Observation and Test
3	Incentive to use rewards/points	=	Yes	Yes/No	Observation and Test
4	User attraction	=	Yes	Yes/No	Observation and Test

Table 7: Target Constraints

Number	Design Specifications	Relation	Value	Unit	Verification Method
Constraints					
1	B to B solution	=	Yes	Yes/No	Observation, Analysis and Test
2	Appeals to a western and first-world audience	=	Yes	Yes/No	Observation and Test
3	usable for all demographics	=	Yes	Yes/No	Observation and Test
4	cost	<	5000	Canadian Dollars	Observation, Analysis and Test
5	integration	=	Yes	Yes/No	Test
6	Efficient and simple	=	Yes	Yes/No	Observation, Analysis and Test
7	Institution protocols	=	Yes	Yes/No	Analysis and Test
8	Design protocol	=	Yes	Yes/No	Observation and Test
9	Easy to use	=	Yes	Yes/No	Test

Reflection

After having the client meeting and further investigation we were able to better understand what the clients needs are and what they are looking for. This impacted the development of our design criteria and target specifications as the information given to us during the client meeting allowed us to narrow into the clients specific needs and their vision of what they want. The client meeting helped us with our decision of the importance level of our design criteria and target specifications since we had a deeper grasp of the client's requirements.

Conclusion

In this deliverable we implemented the needs to create design criteria that assisted us in comprehending the particular requirements for a solution to our predicament. We also looked at a few other companies' approaches and benchmarked RBC, BMO, HSBC, SCENE, AirMiles, Hudson's Bay, Amex Rewards, PC Optimum, and Glue Loyalty. We analyzed these solutions using our design criteria to determine the merits and drawbacks of each benchmarked solution, as well as how to incorporate the positives into our potential solution to make it superior. We produced a list of ideal values for each specification and constraint that we were given for the target requirements. We ended the deliverable by discussing how the client meeting influenced the creation of our design criteria and specifications in terms of deciding the respective significance of our requirements.