GNG1103-A00

Deliverable-B-Customer Needs and Problem Statement

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Project Team-7

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Introduction

The purpose of this project is to manufacture an effective and smooth application or website that can democitize current reward points programs. The program will be used by the public to simplify rewards programs and reduce its complexity; and the customer will be the banks associated with the rewards program. The program will apply the use of code and algorithms to sort out the individual rewards program and transfer it to a globalized currency. Producing this new application will help users reduce complexity of benchmark rewards programs and incentivise them to spend their points. Below is an analysis of the clients' needs with respect to current loyalty rewards programs.

Problem Analysis

The client, Zafin, is interested in designing an intuitive application that would unionize the current rewards program and include a universal currency system. The client requested for a program that would democratize current rewards and put the currency under a universal system, this would allow the exchange of reward points between a variety of businesses. The goal is to make a program that would involve the inclusion of small businesses as well as large corporate businesses access this rewards program to give to their customers globally. Ideally, this would reward loyal customers, reduce complexity of rewards programs, and encourage users to spend and obtain points from businesses.

User Statement Interpreted Need 1. "... develop a platform to allow a bank to 1. Program that has a universal credit/point system. democratize, value points and allow smaller 2. Have a web interface or an app retailer to enroll" 3. The smaller companies can piggyback on 2. Customer needs to access their points larger companies 3. Strong practicality for the "minority", like 4. The end product is low cost, which retailers and small companies normal people can also afford 4. Needs to be cheap 5. Can be in different languages and have different currencies 5. Able to attract and adapt to customers all 6. The ability to exchange the type of points around the globe(e.g.:Mexico. Canada, 7. Simple design Australia, Sweden) 8. Give incentive to spend points 6. The ability to convert points between companies 7. Complicated user interface that may discourage the user 8. Users not spending points

	Needs of the client	Ranking(1-not important 5-very important)
1	Program that has a universal credit/point system	
2	Have a web interface or an app	<u>u</u> u
3	The smaller companies can piggyback on larger companies	<u></u>
4	The end product is low cost, which normal people can also afford	<u>u</u>
5	Can be in different languages and have different currencies	<u>u</u>
6	Simple design	
7	Give incentive to spend points	
8	The ability to exchange the type of points	0000

Problem Statement

Zafin, a banking software company, is tasking us to design a software that would democratize loyalty points and incorporate different companies and businesses to ensure a smooth consumer experience.

Research and User Benchmarking

Currently, Zafin wants to create a unionized rewards program that would utilize a program that would democratize reward points, give access to a diverse selection of businesses and give incentive to the user to spend their points. The client is asking for a software that would work on a website or application on phone, as well teh program would need a simple user interface, with a unionized rewards system incorporated in it that allows the user to transfer, spend and obtain points. Presently, there are very few applications that have a similar idea, not the one Zafin wants. Some similar are: Cardlytics, Talon.One, RBC reward points, and PC optimum.

Conclusion

The final product should contain software that can allow users to transfer, speed and obtain rewards points from a diverse range of businesses. Additionally, it should have a universal credit/point system that all businesses can use and access accordingly, which will help with the collaboration of the variety of businesses.