Design Criteria & Target Specifications

## Introduction

The Design Criteria & Target Specifications document aims to convert previously defined user needs into a list of prioritized design criteria. Previously defined user needs can be found in the document for the last deliverable. Once a list of design criteria has been established, these criteria will be separated into two groups: functional and non-functional requirements. The constraints of the project will also be included. This document will also include technical benchmarking between several existing products on the market, and the result of the benchmarking will be discussed in further detail. Finally, a reflection on the effect of the client meeting and the changes brought about by this will be included.

## Prioritized Design Criteria

Below is the list of User Needs turned into Design Criteria with their assigned priorities, from most important (1) to least important (5).

| Priority | Need | Design Criteria |
| --- | --- | --- |
| 2 | Be able to analyze and identify user behaviors/needs | Some form of data analysis of user behavior |
| 2 | Implements new offers/rewards based on user behaviour | Can have targeted offers |
| 1 | Can introduce new business partners | Seamless addition of new businesses |
| 1 | Allow small/local businesses to be part of the program | Includes as many types of businesses as possible |
| 5 | The platform needs to be intuitive and consumer-friendly | Ease of Use  Fast Response Time |
| 5 | Usable by different customers | Different Language Support  Cross-platform Availability |
| 4 | The platform should be transparent for the users on how the points work | Explains how the points can be used  (ex. User Guides, tooltips, etc.) |
| 3 | Incentivize users to behave in a way that adheres to the bank’s strategies and goals | Rewards aligned with the bank’s strategies/goals |
| 3 | Safety & security | Some kind of security measure(s) |
| 4 | Scale with the bank and its customers | Scalability |

The design criteria given the highest level of priority were given this priority due to their importance to the overall project. These are the design criteria that essentially define the program and are what sets it apart from similar existing products. Without these, the program would essentially be a regular loyalty program. The second level of priority was given to criteria that would improve upon the higher leveled priorities, as well as criteria explicitly mentioned during the meeting. Third-level priorities are criteria that are either essential to a program or result in better engagement of the product. Fourth level priorities are non-essential criteria, features that would be beneficial but not entirely necessary. Low-level priorities are criteria that may not be implemented in the interest of time but are still important features in a program.

## Technical Benchmarking

Last time we discussed 2 benchmarks, Airmiles and Odacité. In this deliverable, we will compare other benchmarks we found in the table below.

| Loyalty Program | AirMiles | Odacite | PC Optimum | TD Rewards |
| --- | --- | --- | --- | --- |
| Specification |
| Company | AirMiles | Odacite | PC | TD |
| Rate | 1/$20 | 10/1$ | 15/$1 | 2/$1 |
| Point Value | $0.105 | $0.01 | $0.001 | $0.0025 |
| # of Partners | 500+ | 1 | 9 | 50+ |
| Targeted Offers | Yes | None | Yes | None |
| Easy to use | No | Yes | Yes | Yes |

## Target Specifications

| **Design Criteria - Functional Requirements** | **Relation** | **Value** | **Units** | **Verification** |
| --- | --- | --- | --- | --- |
| Some form of data analysis of user behavior | = | Yes | N/A | Test |
| Can have targeted offers | = | Yes | N/A | Test |
| Addition of new businesses | = | Yes | N/A | Test |
| Includes as many types of businesses as possible | = | Yes | N/A | Test |
| Rewards aligned with bank’s strategies/goals | = | Yes | N/A | Test |
| Scalability | > | 0 | Number | Test |

| **Design Criteria - Non Functional Requirements** | **Relation** | **Value** | **Units** | **Verification** |
| --- | --- | --- | --- | --- |
| Seamless addition of new businesses | = | Yes | N/A | Test |
| Ease of Use software | = | Yes | N/A | Test |
| Fast Response Time | < | 1 | second | Test |
| Explains how the points can be used  (ex. User Guides, tooltips, etc.) | = | Yes | N/A | Test |
| Some kind of security measure(s) | = | Safe | N/A | Test |

| **Design Criteria - Constraints** | **Relation** | **Value** | **Units** | **Verification** |
| --- | --- | --- | --- | --- |
| Time | < | 2 | Months | N/A |
| Platform Availability | Boolean | Yes | N/A | Test |
| Language | Boolean | Yes | N/A | Test |

## Reflection

When the project briefing was first presented to the group, there was a lot of confusion. The briefing was very unclear with the objectives and goals of the project, as many of the members were unfamiliar with loyalty programs and many of the ideas presented. The instructions were also very vague, so it was hard to have a good understanding of what is being asked by Zafin.

Before the client meeting, the impression we had was to build a whole software, make sure it can be up and running, and basically produce something unreasonable in the 12 weeks provided leaving the team feeling overwhelmed.

However, meeting with the Zafin team clarified many aspects and brought the requirements into focus. Now we understand that Zafin is looking for an extension to reward programs rather than reinventing the wheel by creating yet another program.

## Conclusion

The point of defining the design criteria and specifications is to make sure we have some solid points to guide our ideas. Our main and most important design criteria are to include as many businesses as possible, the program can seamlessly introduce and implement a multitude of businesses, and have some kind of data analysis system. These are important because it will allow for horizontal expansion. Adding measurements and specifications allow us to measure how good a potential solution is and determine if it’s the right solution.

Doing some benchmarking helps us determine what the best features in a loyalty program are, identifying them gives us ideas on what we want to include in our software so that it can be the optimum loyalty program.