	Needs	**Design Criteria**	**Importance**
B2B	- Horizontal B2B engagement - Facilitate the engagement of small businesses	- Integrates new businesses easily (integration)	5
User experience	- More flexibility in the redeeming of points - Easy to earn, exchange, and redeem points - Increase transparency of the loyalty process	- Ingests multiple point systems/assigns value to points from different businesses - Track point balance (in/out)	4 3
Banks experience	- Encourage loyalty and customer activity - Attract new customers - Insights into the usage of points and customer activity - Traceability of points	- Track user trends - Rewards frequent customer activity	4 2
	- Adaptable to multiple cultures and languages	- Multi-lingual	2
	- Non-traditional mix of software and creativity	- Creative	1

Design Constraints:

Our design criteria does not have physical constraints.

Technical constraints:

- Our group doesn’t not have much software/programming experience; we will have to use existing programs (ex. Microsoft Azure)
- Private user information should not be tracked

Personal constraints:

- Unable to have in-person meetings. Difficult to schedule spontaneous meetings.
- Time-zone conflicts
- Language barrier

Metrics:

Update point balance within five minutes of transactions
Program runtime should not exceed 20 seconds
Application should be within 50-80 MB.
Simplii financial app = 80.29MB
Scene P = 48.2MB
PC Optimumm app = 77.2MB
*these bounds may change once we have worked with the application

Benchmarking:

Design Criteria	PC Optimum	Airmiles	Starbucks	Wal-Mart	Subway
Integration	Yes	Yes	Yes		No
Point conversion	No	No	No		No
Track points	Yes	Yes	Yes		Yes
Track User	Yes	Yes	Yes		Yes
Multi-lingual	English/French	English/French	Yes		Yes (global)
Creative					

Quynh-Ni Au	PC Optimum Program From PC Financial site: https://www.pcfinancial.ca/en/learning-hub/faqs/pc-optimum/what-is-the-pc-optimum-program/ - Loyalty program that lets you earn points on items you buy at participating stores - Gives you access to bonus points events - Download app or create an online account to get offers tailored to the user - Using the PC Financial Mastercard, you can earn PC Optimum points for purchases using the card - You can get additional points when you have an online account from shopping online or attending points events - 10000 PC Optimum points is worth $10 at affiliate stores Ratehub Review: https://www.ratehub.ca/blog/how-the-pc-optimum-program-works/ - One of the largest loyalty programs in Canada ~16 million members - Simple redeeming process - Large network of affiliate retailers (4500 locations coast-to-coast) - 10 points = 1 cent/ 10 000 points = $10 - Where you can redeem: Loblaws, No Frills, Shoppers Drug Mart, Real Canadian Superstore, Fortinos, Independent Grocer, Joe Fresh, Provigo, and some gas stations (Esso/Mobil) - PC Optimum Loyalty card - PC Financial MasterCard's (Mastercard, World, World Elite) o Bonus points for money spent at affiliated stores, and also points for wherever else you spend using the card - PC Money Account PC Optimum Review: https://mamasmusthaves.com/pc-optimum-review/ - Positive review - Enjoys the personalized offers - Uses the loyalty members events

	- Doesn’t care so much for the standard redeeming system, but capitalizes on the special offers - Makes good use of the app/likes the easy user interface User Reviews: https://ca.trustpilot.com/review/www.pcoptimum.ca - Points are updated at the point of sale, no waiting for bonus offers - Prefers getting special points offers based on purchase habits (this changed recently, very upset)
Louis Choiniere	– Use 95 AIR MILES Cash Miles to get $10 towards your purchases instantly in-store or get eVouchers online – Featured Rewards (Iteams On Their Website(cataloge chages weekly)) – able to pay for vacotions(flights, hotels, car rentals, vacation packages, cruises) • Air Miles Canada has more than 100 sponsors (including many banks and credit card companies) • Has mobile application (get updated with new offers)(view transactions)(digital card) • Rewarded more for desirable behaver • Ability to buy points
Runxing Yan	Starbuck Loyalty program: - Point system: 25 stars: Customize your drink (espresso shot, dairy substitute, syrup and more) 50 stars: Brewed hot coffee, bakery item or hot tea - Can order online and earn credit (Starbuck Mobile Order & Pay) - Have many activities for sale promotion - Encourages overall retail sales — Its ability to let members make payments and redeem rewards via the mobile app — About 57% of consumers want to engage with their loyalty programs via mobile devices — Every purchase can be redeemed for free drinks or food — Allowing consumers the capability to partake in the brand and share ideas

Bhavya Patel	Subway MyWay Rewards : - Earn 4 tokens for every $1 spent - 200 tokens convert to $2 which can be used to get discount from your order - Members get special rewards . - Special discount or coupons on festivals - There are 3 ways for earning and redeeming tokens that is : 1.Physical Card , 2. Online app or software , or 3.Phone number . - It is global program can be used in any subway around the world . - Can download app to keep track of points .
Yiming Han:	The attraction of Wal-Mart -The most famous supermarket in the world, it has enormous influence. -Clear points exchange program, let people have the desires of shop again. -Online and offline double convenience, so that customers have a comfortable shopping enjoyment. -Continuous improvement of the shopping concept, we can almost find anything we want. -Surprise holiday sales!