# GNG1103[A] Proj 13 Deliverable B

**Custome**r: Banks/financial institutions buying the service
**Intermediate user**: Banks inviting all companies (including small ones) to join the service
**User**: Consumer of bank using the service

**1.Brief summary/introduction**: Zafin has expressed that they sell software as a service, and are looking for a platform that can provide service to banks and financial institutions. They deal with high volume platforms with lots of data flow in and out. They are looking for a platform that provides a good UI to the users (bank customers), as well as allowing retailers and smaller partners to participate. Zafin hopes to take a more horizontal approach to pre-existing rewards programs that gives bank customers more freedom. In addition to this, the platform should provide benefits to the customers (financial institutions) through increase in revenue, speed, and bank customer satisfaction through better technology.

## 2.Interpreted Needs (and relative importance):

- Platform provides a way to calculate and transfer points between rewards systems(5)
- Platform allows bank customers to easily see how their points can be spent with the UI (3)
- Platform can easily be used by bank customers of all age demographics(3)
- Platform allows for smaller retailers and companies to provide loyalty/benefit points, as well as a way for them to access this information (5)
- Platform can safely ingest and transfer data from other points rewards systems while keeping users' information private (5)
- Platform can handle high volumes of incoming and outgoing data (5)
- Platform is cost effective for both Zafin ands its customers (bank) (1)
- Platform can be used in several different languages to accommodate international partners(4)
- Platform has a way of providing rewards to users based on the behavior of the bank's customers (3)
- Platform stores information on the cloud (centralized information) (4)
- Platform introduces novel ideas surrounding loyalty points systems (4)
- Platform democratizes loyalty within the financial institutions (3)
- Platform ensures the users are actively participating in the loyalty program by using their points (3)

## 3.Needs categories:

| Categories (color coded) | Importance (with justification) |
|---|---|
| Technical Requirements | **(5),** Zafin is looking for a platform to expand on the current loyalty rewards points system. The main goal expressed in the brief was to find a way to take a more horizontal approach. Therefore having a platform that fulfills these requirements is the most important aspect. |
| Service provided to users | **(4)** Zafin is looking for a platform that can include more businesses (including smaller scale businesses) into a grouped loyalty program. Therefore having a platform that includes a function that harmonizes the point calculations of small and large scale business is very important. |

| | |
|---|---|
| Cost | **(1)** Zafin mentioned that they are looking for a low cost solution, however since the solutions they are looking for will come from low cost platforms, this will be a low priority issue. |
| Loyalty and User Engagement | **(3)** Banks are looking for a way to keep their clients more engaged and actively using their accumulated loyalty points. By giving bank clients (users) various methods of gaining and using their loyalty points, it ensures that the clients will be more active and more interested in using more of the bank's services to promote loyalty. |
| User-friendliness | **(3)** The user-customer relation for this problem exists on levels. In order for the customer (bank) to be satisfied, the bank customer must also be satisfied. If the platform is hard to use, bank customers will take their services elsewhere, which will not be lucrative for Zafin's customers. |

## 4.Problem Statements

There is a need for a platform which offers a fresh experience surrounding loyalty programs to banks, smaller businesses and bank customers. It will allow banks to provide their clients with the ability to earn, redeem, exchange or buy loyalty points in a secure, innovative and democratized ecosystem.

## 5.User Benchmarking

- PC Optimum points:
    - Earn 15 points on almost every dollar you spend at Shoppers Drug Mart and Pharmaprix.
    - Every 10,000 points is like $10 worth of free stuff. Redeem your *PC Optimum* points at special Spend Your Points events to get even more value.
    - Earn *PC Optimum* points when you purchase fuel at more than 2000 Esso™ and Mobil™ stations across Canada
    - If you get the PC optimum mastercard, you get 250,000 optimum points, which converts to about $25
    - There is an app to track the points

- Scotiabank rewards
    - Partnered with Scene, an allows to convert points between ScotiaBank and Scene Rewards
    - Users can collect travels points and travel insurance, points don't expire
    - Rewards system has different customer levels
    - Online account allows customers to view points spending history, current points, etc in a quick and easy way

**6.Unknown information that needs clarification and conclusion:** In conclusion, after having identified and interpreted user needs, some requirements surrounding the intermediate users are still unknown, such as the level of access they will be allowed, and what their experience with the platform will look like. These questions will be clarified at a later date during the next client meeting. The majority of the needs surrounding the customer (financial institutions) and their users (bank customers) have been identified and will be used to design a solution to the problem statement.