Deliverable C: Design Criteria and Target Specifications

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1. Translation of Needs into Design Criteria

#	Need	Design Criteria
1	Need to find a new way to implement loyalty rewards points and give customers incentive to redeem them.	Democratize loyalty points
2	Needs to be compatible with different size businesses	Versatility In implementation
3	Needs to be easy to use	Easy usability
4	User privacy needs to be maintained	Secure usage
5	Price must be low	Cost
6	Needs to have a broad audience	Wide availability for usage
7	Software must have multiple functions and uses	Efficiency and versatility in usage

2. Design Criteria and Constraints

Functional Requirements
- Algorithms to compute and create loyalty reward points
- Security interface and database that ingest users' data and privacy
- Location request function to gather users' location informations
- Notification push system
- Information display interface that provides various customers status (current reward points for example) and partnering institutions where customers can redeem points from
- Login interface that for users to create personal account or link to a partnering institution's login page

Constraints
- Software skills
- Design time
- Cost
- Design hardwares/softwares
- Digital devices' systems (for example, apple and android operates differently, the software should be applicable for both)

Non-Functional Requirements

- Ease of use
- Interactive user interface
- Multi-languages support
- Promotion notification
- Ticket/FAQ function
- Backend users grouping function (by ages, genders, most visits, etc)

3. Benchmarking

Banking Platform / Specifications	Modern Banking (FIS) (FIS #) (Gartner peer insights)	Wave (Wave Financial) (Merchant Maverick)	Kasasa Reward accounts (Kasasa)	Citi-thankyou
Company	FIS	Wave Financial	Kasasa	Citi bank
Democratize loyalty points	Customizable reward programs	No solutions	Cashback, preset deals with Kasasa partner companies	Cashback, shopping point Gift card travel
Compatibility with different business sizes	Small to big institutions	Small institutions	Small to medium sized institutions	big institutions
Ease of usability	Hard to use	Easy to use	Easy to use	Easy to use
Audience Broadness	Wide (merchants, banks, financial institutions..)	Fair (startups, small banks and individuals)	Restricted (financial institutions)	Restricted (individuals)
Efficiency and versatility in usage	Wide (Banking technology, data Analysis, Market data intake ...)	Restricted (Limited to accounting, pricing and payments)	Fair (Acquisition marketing, Lifecycle marketing, Consulting, Analytics, Retail experience development)	Wide(data analysis, multi-airline included,etc.)
Security	Very secure	Secure	Very Secure	Very Secure

Banking Platform / Specifications	Importance	Modern Banking	Wave	Kasasa Reward accounts	Citi Thankyou program
Company		FIS	Wave Financial	Kasasa	Citi bank
Democratize loyalty points	3	3	none	3	3
Compatibility with different business sizes	2	3	2	2	1
Ease of usability	1	1	3	3	3
Audience Broadness	2	3	2	1	1
Efficiency and versatility in usage	3	3	1	2	3
Security	5	3	2	3	3
Total		46	16	39	40

4. Target Specifications

	Design Specifications	Relation	Value	Units	Verification Method
	Functional Requirements				
1	Algorithms to compute & create loyalty reward points	=	yes	Boolean N/A	Test
2	Security interface & database	=	yes	N/A	Test
3	Location request function	=	yes	N/A	Test
4	Notification push system	=	yes	N/A	Test
5	Information display interface	=	yes	N/A	Test
6	Login interface	=	yes	N/A	Test

	Design Specifications	Relation	Value	Units	Verification Method
	Constraints				
1	Software skills	=	yes	N/A	Test
2	Design time	<	2	months	Test
3	Cost	<	50	dollars	Estimate, final check
4	Design hardwares/softwares	=	yes	N/A	Test
5	Digital devices/systems	=	yes	N/A	Test

	Design Specifications	Relation	Value	Units	Verification Method
	Non-Functional Requirements				
1	Easy use	=	yes	N/A	Test
2	Interactive user interface	=	yes	N/A	Test
3	Multi-languages support	>	2	languages	Test
4	Promotion notification	=	yes	N/A	Test
5	ticket/FAQ function	=	yes	N/A	Test
6	Backend users grouping function	=	yes	N/A	Test

5. Impact of Client Meeting on Design Criteria

The client meeting had a great impact on the design criteria and specifications. The client meeting gave us insight on the exact needs of the client and exactly what they're searching for in a solution. After the client meeting we were able to compile a list of the client's statements and translate them into specific needs and now we have translated the needs into design criteria which will help us establish target specifications for our project and help us in our next design steps.

Technical benchmarking is another thing we have done which we will do by researching and gathering information on similar existing products that share one or more interpreted needs with our problem. Looking at how others have solved similar problems to ours, will help us solve our problem.

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