

Project Deliverable B:
Need Identification and Problem Statement

GNG 1103: Engineering Design

Section #A02

Group #6

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Client statement	Priority (0-10)	Interpreted needs
Democratize the idea of loyalty points	9	Allow consumers to be more flexible with how they use the points.
Facilitate participation of small businesses.	6	Allow smaller customers to use the program. Not only just for the big company.
Increasing the transparency of the procedure.	6	Allow the user to understand better what goes on behind the scenes and make it simple enough for them to get a grasp of the idea.
Promote horizontal B2B partnerships.	7	We need new ideas to build this program that will allow users (businesses) to use their points horizontally, in rather different ways. Instead of a tunnel view. (Having more uses than just what they are now)
The platform that delivers a frictionless experience to consumers	7	how they earn redeem exchange donate and by loyalty points
More choices to improve customer satisfaction through its own flexibility	9	because customer satisfaction is important and we need to satisfy the customer if we want to make sales. Otherwise, the whole program will be useless if no one uses it.
Looking for clean structured software.	5	It needs to be aesthetically pleasing. A better-looking website or app, might keep the client interested and value the product more. (Keep them hooked)
Needs to be safe	9	Because the program will be working with points that have high value and money. These points need to be protected for the customer to use. If they can't trust the security provided by the bank (or rather the program) then they might not trust the bank ALL together, not just for the program. And therefore end up leaving.
More diverse and able to adapt to multiple cultures and	7	Because customers want the platform to be available in more countries than just Canada. So

languages.		the platform needs to be able to adapt to a diverse environment.
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Benchmarking:

From one of the largest loyalty programs in Canada, a customer of RBC can earn points from purchasing various things but has to purchase different cards (annually) to enjoy benefits. So we think that we can also communicate ways to the consumer on how to earn, redeem (various options), exchange, donate, and buy loyalty points. All in one program, that has a swift and simple way of explaining the economic value of the usage of the collected points.

Problem statement:

A loyalty program needs to involve a secure and safe system that can democratize points and allow consumers to be more flexible with how they use their points.