

Project Deliverable C: Design Criteria and Target Specification

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1. Prioritized Design Criteria

1.1. Functional Requirements

The following list is in order from highest priority to lowest priority:

- Software should be cloud-based
- Should allow storage of loyalty points
- Should allow exchange of loyalty points between ecosystem partners
- Should allow users to redeem loyalty points
- Should provide insights on use of points
- Should allow exchange of loyalty points between end-users
- Should allow users to convert points to cryptocurrency

1.2. Non-Functional Requirements

The following list is in order from highest priority to lowest priority:

- Should be high security
- Should be customizable by each bank/client
- Should have simple, visually appealing UI
- Should be customizable by end-users
- Should be easily accessible by ecosystem partners (I.e., banks pay licensing fees, not ecosystem partners or end-users)
- Should be easy to use
- Should be cross-platform
- Should support multiple languages

1.3. Constraints and Metrics

The following list is in order from highest to lowest priority:

- Must be cloud-based
- Should allow B2B, B2C, C2C
- Small file size to operate on all Operating systems and devices

2. Technical Benchmarking

2.1. Interview

[EM] interview Nancy Sutherland via email on 10/03/21

1. What do you like about the PC optimum points system?

- Gaining points for purchases
- Free items.
- Articles (especially ones that focus on more environmentally friendly practices) and recipe ideas
- Knowing about offers in advance so you can plan to use. Also, good you can save item promotions for next week
- Like that you get points on items you use but see below it is creepy. The ai knows too much. They have some reasonable privacy statements around it
- Good that some points are on regular items like bananas so not on all processed thing

2. What don't you like about the PC optimum points system?

- That in the beginning the
- App randomly assigned one of the stores I didn't shop at and I didn't get promotions where I did shop. It was VERY unclear how to change this. Eventually I did but it only allows one home store.
- You should be able to add information on all of the Loblaws stores you shop at to maximize your points and promotions.
- Missing points. I had a transaction last week that I purposely bought some of the products that were promoted for extra points, and none went through. Now I have to launch an inquiry. Not the first time. If you don't watch this is easy to miss.
- It's a bit creepy how much the app begins to know what you buy. A good and bad thing really
- My feeling is it is much easier to earn points at shopper's drug mart than grocery shopping. ie 20x the points days. This is probably related to margins.

3. What do you think should be done differently about the PC optimum points system?

- See above. Be able to access promotions at more Loblaws stores. Or shift home store easily to check them out
- Pick a healthy recipe each week and tie ingredients to extra points. To better link points to healthy eating

2.2. Related Programs

[BW] Points Loyalty Wallet is a Loyalty Program that allows users to track, redeem, and exchange loyalty points from nearly 100 programs. I was unable to create an account at this time as registration is closed. Currently, all programs allow the users to track, some of the programs allow the users to exchange, and a few of the programs allow the user to redeem points.

[How it Works | Points Loyalty Wallet | Points](#)

[Loyalty Exchange – Giift](#) - This is another program that aims to use transferrable loyalty points.

[Get in Touch | Points](#) - This program allows users to exchange points, and takes a cut. Members of points.com can also gift points to other points.com members. Points.com also allows users to purchase “booster packs”, where users can accumulate points faster over a predetermined period of time – depending on the purchase amount. Can also trade points for gift cards.

Currently, Person to Person (P2P) exchange is the easiest way to “trade” loyalty points. This involves, for the most part, people getting together and booking each other’s plane tickets and accommodations. The following Quora link

[BitMiles - Trade Miles For Bitcoins](#) - This program allows users to exchange loyalty points for crypto currency

[AM] Aeroplan: Review from Andrew Kunesh, The Points Guy, <https://thepointsguy.com/news/pros-cons-new-aeroplan/>

The Cons:

1. A 39\$ booking fee:
 - says that this isn't a huge fee and understands that the reason behind this booking fee is because the airline wants to encourage the booking in its own “metal” as it is more cost effective for them
 - He also says that this is still an annoying fee to add as most other loyalty programs don’t charge for it.
2. Higher redemption rates on some awards and distance-based pricing:
 - He says that this is the worst part about the new Aeroplan program as some rewards require more points than before, but these increases aren’t that huge, but is worth keeping in mind
 - The new Aeroplan rewards chart is split up into 4 regions, North America, South America, Atlantic and Pacific and that “each of these regions has distance-based awards for flights departing from another region and for flights within the set regions.” So, this would mean that a flight leaving from Newark Airport to Heathrow would cost less than if it was departing from Vancouver (The prices are listed in chart for in the article that I have linked above.)

The Pros:

1. No more fuel surcharges:
 - Before you would have to pay \$500 in fuel surcharges on your tickets from by Austrian, Air Canada, Lufthansa, THAI and others, but now, you only pay for standard taxes and fees on all tickets booked through Aeroplan and the \$39 partner award fee
 - This makes it significantly more affordable to redeem flights on Lufthansa and other premier carriers
2. Insanely generous stopover and open-jaw rules let you see the world on the cheap:
 - He says that this is the biggest/best pro about the new Aeroplan program
 - “You can add a single stopover to a one-way ticket and two stopovers to a round-trip ticket, with each costing just 5,000 points. Stopovers are allowed everywhere except within North America.”
 - “The interesting thing about this stopover policy is how open-ended it is. From the looks of it, you can add a stopover anywhere on your way to your final destination. This means you could

book something like Chicago (ORD) to Paris (CDG), stay for a few days, then continue to Abu Dhabi (AUH) for just 5,000 additional points.”

- “You could then return to Chicago by flying from Abu Dhabi to Hong Kong (HKG) and then connecting to your return flight whenever you’d like. This would cost another 5,000 points, but saves you a ton when compared to booking separate award tickets.”
- “You can add open-jaws to round-trip tickets too, meaning that you can depart and arrive in different cities. For instance, you can book New York-JFK to Frankfurt (FRA) and return on a flight from Paris (CDG) to Chicago (ORD) at no additional cost. These can be mixed with stopovers too, so you can connect within Europe and plan a European adventure on the cheap.”
- “... example would be flying New York-JFK to Frankfurt, staying a few days and flying to Prague (PRG). Then, take the train to Vienna, stay for a few days and fly from Vienna (VIE) to Istanbul (IST) before heading home a few days later. The possibilities are endless.”

He says that the bottom line is:

- “Overall, I think that the new Aeroplan is full of great changes.”
- While the cost of some awards has increased, the removal of high fuel surcharges and the addition of flexible stopovers makes
- Aeroplan points more versatile than ever before, and it is refreshing to see a new loyalty program stick to standard award charts despite its competitors doing the opposite.

3. Target Specifications

The following list is in order from highest to lowest priority:

- Beta version of program should support up to 5 banks, 50 ecosystem partners, 500 end-users
- Should provide at least 10 specific metrics for insights
- Should be able to exchange points and change their value depending on the corresponding ecosystem partner
- Should associate cash values to all ecosystem partners’ points
- Smartphone app should be under 500mb in size

4. Client Meeting Reflection

After the client meeting with Zafin, the needs for this Loyalty Program were made clearer. Our group was able to modify our existing needs statements into more comprehensive points that better captured the design intent. Some items that were modified included key features of the program, such as: ability to transfer points between ecosystem partners, and the cloud-based approach. The client meeting made it possible for our team to prioritize the needs statements, and ultimately create target specifications.

5. Task Plan Update

Please note: Section 5. Task Plan Update should not be included in the 5-page limit for this deliverable. It has been included for reference only.

Write Schedule, Task, and Assignment updates can be seen in below. Use the following link to access Wrike: <https://www.wrike.com/open.htm?id=761228072>

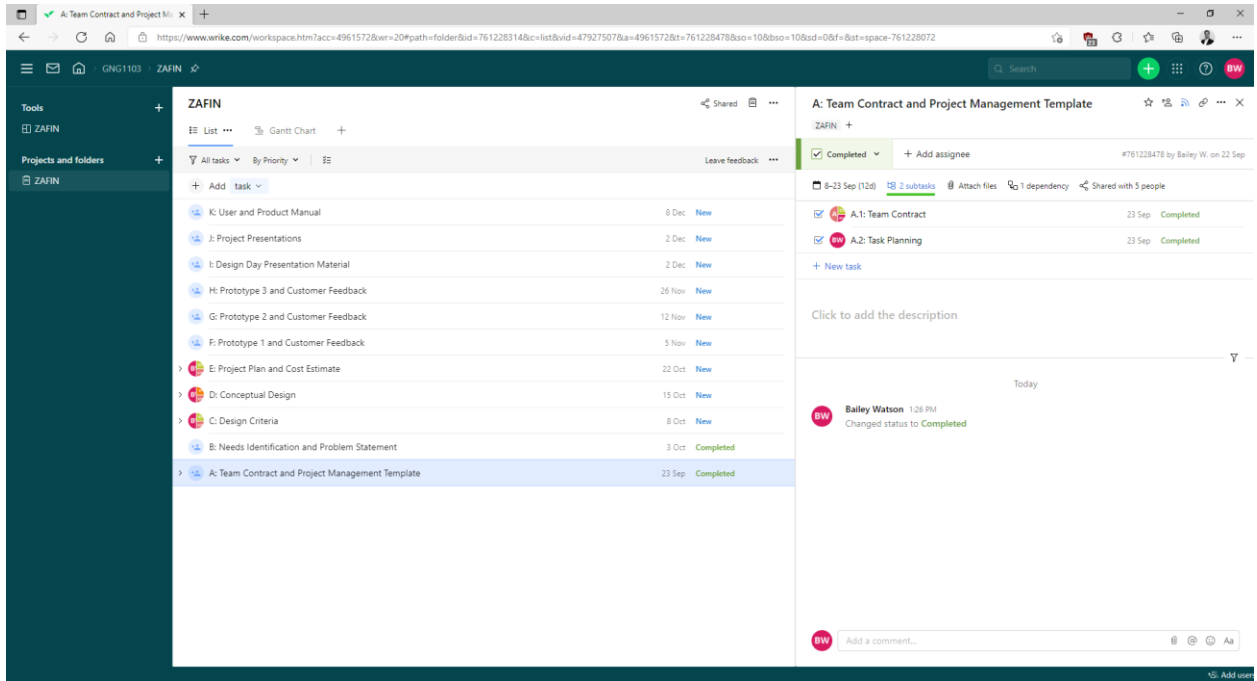


Figure 1 - Completed Tasks

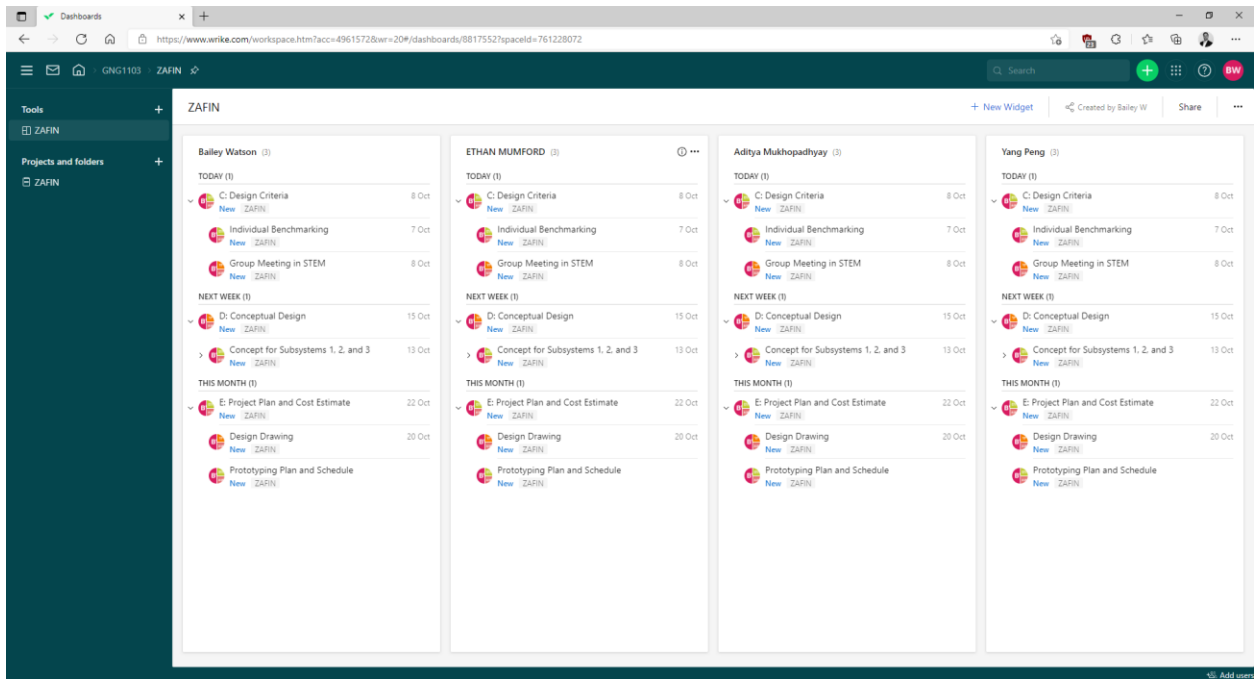


Figure 2 - Assigned Tasks

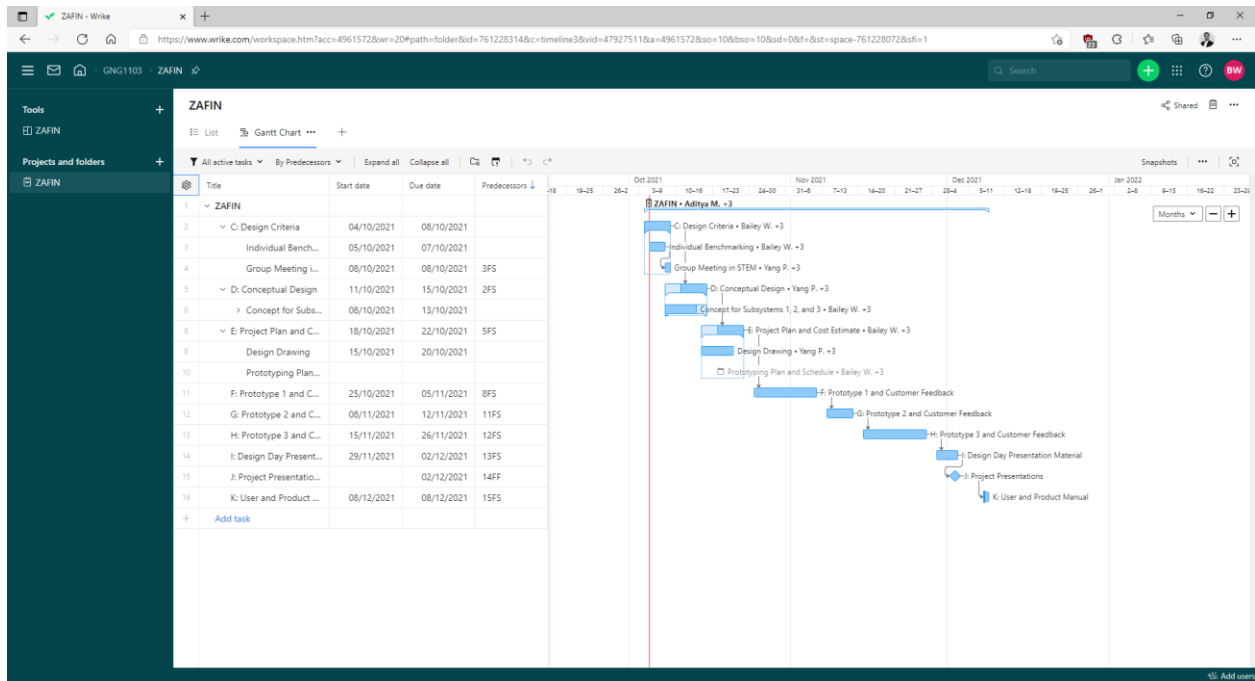


Figure 3 - Updated Gantt Chart with Added Detail