

Proposal for Gourmet Delights – Digital Solution

1. Project Overview

Gourmet Delights wants to improve its online platform so customers can easily browse and buy premium, organic food and drink products. The main aims of the project are to improve the user experience, increase customer engagement, encourage repeat visits, and provide personalised recommendations based on customer preferences.

The proposed digital solution will include personalised recipe recommendations, a loyalty programme that rewards customer activity, and interactive cooking classes. These features will help encourage customers to keep using the platform and increase overall engagement with the brand.

2. Problems Identified

Problem 1 – Limited Personalisation

Currently, customers are shown general product information and recipes that are the same for all users. This means the platform does not feel tailored to their preferences or past purchases. As a result, customers may lose interest and are less likely to engage with the platform which leads to a poor user experience and reduces the chances of customers returning.

Problem 2 – Low Customer Engagement and Retention

Many customers use the platform for one-off purchases but have little reason to return afterwards. The lack of rewards or incentives means customers are not encouraged to stay engaged or make repeat purchases, which reduces long-term customer loyalty.

Problem 3 – Lack of Interactive Features

The current platform provides limited opportunities for customers to interact with it. For example it does not offer live or recorded cooking classes and users cannot engage with chefs or other customers. This reduces customer involvement and makes the platform feel less engaging, which negatively affects the overall user experience.

3. Proposed Solutions

Solution to Problem 1 — Add personalised recipes and product suggestions

Introduce a personalisation system that recommends recipes and products based on what each customer likes or regularly buys. The platform could use dietary requirements, past purchases, or favourite ingredients to suggest meals that suit them. Customers should also be able to update their preferences at any time. This makes the platform feel more relevant to their needs and keeps users interested.

Solution to Problem 2 — Create a loyalty programme to increase repeat customers

Introduce a points-based loyalty scheme where customers earn rewards for things like purchases, writing reviews or attending classes. Points could be exchanged for discounts, special deals or early access to new items. This gives customers a reason to return to the platform regularly, helping improve engagement and long-term loyalty.

Solution to Problem 3 — Add interactive cooking features to improve engagement

Add live and recorded cooking classes that allow customers to learn new recipes and interact with the chefs. Include features like Q&A, comments or recipe sharing so customers can connect with other users of the platform. This will make the platform feel more interactive and enjoyable, increasing the time customers spend using it.

4. Decomposition of Solutions

Personalised Recipes and Product Suggestions

- Create individual customer accounts that store information such as dietary requirements, past purchases, and favourite ingredients.
- Use the information in each customer's account to recommend recipes and products that match each customer's needs.
- Design the homepage so personalised suggestions are easy for customers to see.
- Allow customers to update their preferences at any time so the recommendations stay accurate.
- Test the recommendation system with different users to check that the suggestions are useful and relevant.

Customer Loyalty Programme

- Design a points-based system that rewards customers for buying products, leaving reviews, or joining cooking classes.
- Set clear rules for how points are earned and what rewards customers can unlock (e.g., discounts, special deals, early access to new items).
- Build a simple dashboard where customers can see their current points and rewards.
- Store loyalty information safely in the database so the system always knows how many points each customer has.
- Test the loyalty programme to make sure points add correctly and rewards work as expected.

Interactive Cooking Features

- Upload live and recorded cooking classes that customers can join from the platform.
- Add a section of the website for Q&A, comments, or recipe sharing so users can talk to chefs and other customers.
- Design the layout so customers can easily browse, filter and join cooking classes.
- Make sure videos work smoothly on phones, tablets, and desktops.

- Test all interactive features to check they are easy to use and that customers can engage with them e.g. watching videos, sharing recipes, commenting etc.

5. Client and User Needs

Gourmet Delights' main goals are to improve the user experience on their e-commerce platform, increase customer engagement and retention, and provide personalised recommendations based on what customers like. The digital solution also needs to support different types of users who will access the platform.

Customers who are new to cooking may need simple recipes, clear steps, and easy navigation so they can find things quickly. People with busy lifestyles will need fast page loading, quick ways to buy products, and recipe suggestions that save them time. Health-conscious users may want detailed product information, recipes that match their diet, and updates about new organic products. Customers with disabilities may need accessibility features such as screen-reader support, keyboard navigation, alternative text for images, and clear layouts with good colour contrast. Users who are confident with computers will expect smooth navigation, live or recorded cooking classes, and clear information about any loyalty points or rewards.

To meet these needs, the system should include simple navigation, personalised recipe recommendations based on what the customer likes or has bought before, and a loyalty programme that rewards customers for things like buying products, leaving reviews, or recommending the site to others. Live and recorded cooking classes should be available so customers can learn new skills in an interactive way. The system should also be tested with real users so we can see what works well and what needs improving. This will help make sure the final system meets the client's objectives and gives customers a positive experience.

6. Mitigating Potential Risks

To make sure the Gourmet Delights platform is safe, reliable, and works as expected, it is important to identify any possible risks and plan how to reduce them. Below are four key risks, their impacts, and how they will be managed.

1. Risk: Users Forget Their Passwords

Impact: If users forget their password, they may not be able to log in and could become frustrated or stop using the platform.

Solution: Provide a simple and secure password reset option using email or SMS. Add two-factor authentication (2FA) to make accounts more secure.

Justification: This helps users get back into their accounts quickly while keeping their personal information safe. Two-factor authentication adds extra protection even if a password is guessed or stolen.

2. Risk: The Website Slows Down or Crashes During Busy Times

Impact: If lots of users visit the site at once, the platform may slow down or stop working. This can frustrate customers and make them less likely to return.

Solution: Use load balancing which is technology that spreads traffic across different servers so the system can handle more users. Use cloud services that automatically increase capacity during busy times and when more users are online. Test the system regularly to make sure it can cope with busy times.

Justification: These steps keep the platform running smoothly even when many customers are online. This helps maintain user trust and stops customers from leaving the site due to slow performance.

3. Risk: Data Breach in User Accounts or Purchases

Impact: If customer information is accessed without permission, it could lead to legal problems, financial penalties, and loss of customer trust in Gourmet Delights.

Solution: Use strong encryption to protect all personal and payment data. Carry out regular security checks and ensure the platform follows GDPR and data protection laws.

Justification: These actions keep customer information safe and help Gourmet Delights meet legal requirements. This reduces the risk of serious issues caused by data breaches.

4. Risk: Incorrect or Misleading Recipe or Product Information

Impact: If recipes or product details are wrong or unclear, customers may follow incorrect instructions or buy something unsuitable. This could reduce trust in the platform.

Solution: Make sure all recipes and product information are checked by qualified staff. Use a content management system (CMS) to keep information updated and allow users to report mistakes.

Justification: Having information checked and updated regularly keeps content accurate and reliable. This helps customers feel confident in the recipes and products they use.

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5. Risk: Poor Recommendation Accuracy

Impact: If the personalised recipe suggestions are not accurate or do not match what customers like, users may ignore the feature or feel that the platform is not useful to them.

Solution: Regularly check the recommendation system using customer feedback and improve it based on what users actually click on or buy.

Justification: Keeping the recommendations accurate makes the feature more helpful and increases the chance that customers will continue using it.

7. Addressing Relevant Regulations and Legal Requirements

To make sure the Gourmet Delights platform is safe, legal, and trustworthy, it must follow certain regulations. These rules help protect customer data, support accessibility, and make sure all content is used properly.

Regulation 1 – GDPR (General Data Protection Regulation)

Why it Applies: The platform will collect personal information such as customer names, addresses, purchase history, and payment details.

Justification: GDPR ensures this information is stored and used safely and legally. Following GDPR protects customer privacy, builds trust, and helps Gourmet Delights avoid fines for data breaches.

Regulation 2 – Equality Act 2010

Why it Applies: The website will be used by many different customers, including those with disabilities.

Justification: The Equality Act requires the platform to be accessible to everyone. This includes features such as clear layouts, readable text, keyboard navigation, and screen-reader support. Meeting this regulation improves user experience and ensures all customers can use the system.

Regulation 3 – Cyber Essentials

Why it Applies: As an online store, Gourmet Delights must protect its system from cyber-attacks, especially because it handles payment information.

Justification: Cyber Essentials provides basic security guidelines such as firewalls, secure settings, and regular updates. Following these steps helps keep customer data safe and reduces the risk of hacking attempts.

Regulation 4 – Intellectual Property and Licensing

Why it Applies: The platform may use images, recipes, software tools, or videos that need to be licensed correctly.

Justification: Using properly licensed content prevents copyright problems and legal disputes. This protects Gourmet Delights' reputation and ensures all digital content is used legally and ethically.

8. Functional and Non-Functional Requirements

Functional Requirements (What the system should do)

1. User Accounts

The system should allow users to create an account, log in securely, and update their details.

Justification: This allows the platform to save user preferences and purchase history so the system can provide accurate personalised recommendations.

2. Personalised Recipe Recommendations

The system should show recipe suggestions based on what the user likes or has bought before.

Justification: This makes the platform more useful and helps increase engagement, as users are more likely to return if the content is relevant to them.

3. Loyalty Programme

The system should give users loyalty points for buying products, leaving reviews, or recommending the website to others.

Justification: Rewarding customers encourages them to return and supports the goal of increasing customer engagement and retention.

4. Cooking Classes

The system should let users access live and recorded cooking classes.

Justification: This gives customers something interactive and enjoyable to use on the platform, helping them stay involved and increasing engagement.

Non-Functional Requirements (How the system should perform)

1. Performance

The website should load pages quickly and work smoothly even when lots of users are online.

Justification: Slow loading pages can cause frustration and make customers leave, so fast performance is important for a good user experience.

2. Usability

The platform should be easy to use on desktop, tablet, and mobile devices.

Justification: A simple and clear layout helps all users find what they need quickly, especially people who do not have much time.

3. Security

All personal and payment data must be encrypted and follow GDPR rules.

Justification: This keeps customer information safe and reduces the risk of data breaches, helping to build trust.

4. Reliability

The system should be available 99.9% of the time.

Justification: Customers need to rely on the platform when shopping or accessing recipes or classes, so the system must be available.

5. Accessibility

The platform should follow accessibility guidelines such as screen-reader support, keyboard navigation, and clear text and colours.

Justification: This ensures customers with disabilities can use the system and helps meet legal requirements such as the Equality Act.

9. Key Performance Indicators (KPIs)

KPIs help measure how well the digital solution meets the client's objectives. Each KPI includes a definition, how it will be measured, and the target to achieve.

KPI Name: Recipe Recommendation Engagement

Definition: Measures how many users interact with the personalised recipe suggestions.

Measurement: Track how many users click on recommended recipes compared to how many see them.

Target: At least 60% of users should interact with a recommended recipe within the first 3 months.

KPI Name: Loyalty Programme Usage

Definition: Tracks how often users earn or redeem loyalty points.

Measurement: Count the number of loyalty actions (points earned or used) each week.

Target: 40% of active users should use the loyalty programme within 3 months.

KPI Name: Customer Retention Rate

Definition: Measures how many customers return to the platform to make another purchase.

Measurement: Track the percentage of customers who make a second purchase within 30 days.

Target: 35% of customers should make a repeat purchase within the first 3 months.

KPI Name: Cooking Class Participation

Definition: Measures how many users attend live or recorded cooking classes.

Measurement: Count the number of class views or sign-ins each week.

Target: At least 25% of active users should watch a class within 3 months.

KPI Name: Page Load Speed

Definition: Measures how quickly the platform loads for users.

Measurement: Use performance testing tools to record average page load time.

Target: All main pages should load in under 2 seconds.

KPI Name: User Satisfaction Score

Definition: Tracks how satisfied customers are with the platform.

Measurement: Collect feedback through on-site surveys and ratings.

Target: Achieve an average satisfaction score of 4 out of 5 within 6 months.

10. User Acceptance criteria

User Acceptance Criteria are the checks that the client will use to decide if the final system meets Gourmet Delights needs and objectives. These criteria must be **clear, testable, and focused on the final outcome**, not on how the system works behind the scenes.

UAC for Personalised Recipe Recommendations

- Users should see recipe suggestions that match what they like or what they have bought before.
- Users should be able to update their preferences so they can control the recommendations they receive.
- Recommended recipes should appear clearly on the homepage or recipe section so users can find them easily.
- Users should be able to save or bookmark recipes they want to use again.

Justification

These criteria make sure that the personalised recommendations are accurate, easy to find, and useful. This supports Gourmet Delights' aim of giving customers a more personalised experience and encouraging them to return to the platform.

UAC for the Loyalty Programme

- Users should be able to earn loyalty points for buying products.
- Users should be able to earn points for leaving reviews or recommending the website to others.
- Users should be able to clearly see how many loyalty points they have.
- Users should be able to redeem points when buying products.

Justification:

These criteria ensure the loyalty programme is simple, clear, and rewarding for customers. This helps increase customer engagement and encourages repeat purchases, supporting the Gourmet Delights' goal of improving customer retention.

UAC for Cooking Classes (Live and Recorded)

- Users should be able to join live cooking classes easily from the platform.
- Users should be able to watch recorded classes at any time.
- Users should be able to leave comments or ask questions during live classes.
- Users should be able to view class schedules and choose which classes they want to join.

Justification:

These criteria make sure the cooking classes are easy to access and interactive, giving customers something fun and engaging to use. This helps increase overall engagement and improves the user experience.