**Division / Team**

GDP-DCUBE/ VICA

**Assessment Title**

Business analysis and requirements gathering

**Overview/Background**

**Assessment Instructions / Case Study Scenarios:**

Business Case: Mobile Application Development with Integrated Payment Gateway for Noble Retail

**Introduction**

In an increasingly digital world, retail businesses must adapt to evolving consumer behaviors and preferences. Noble Retail, a prominent player in the retail industry, recognizes the imperative to leverage technology to enhance its customer experience and maintain competitiveness. This business case presents a strategic initiative for Noble Retail to develop a mobile application, complemented by the integration of a third-party payment gateway. By embracing mobile commerce and facilitating secure, convenient transactions, Noble Retail aims to not only meet but exceed customer expectations, thereby solidifying its position as a leader in the retail sector.

**Background**

Noble Retail has a rich history of providing high-quality products and exceptional customer service through its network of physical stores. However, with the proliferation of smartphones and the widespread adoption of mobile technology, consumer shopping habits have evolved. Today's customers expect the flexibility and convenience afforded by mobile applications, allowing them to browse, shop, and manage their purchases anytime, anywhere. Recognizing this paradigm shift, Noble Retail seeks to leverage technology to extend its reach beyond traditional brick-and-mortar stores and engage customers through digital channels. The development of a mobile application represents a strategic opportunity for Noble Retail to enhance its omnichannel presence, cater to the preferences of modern consumers, and drive sustainable growth in an increasingly competitive market landscape.

**Objectives**

The primary objectives of the mobile application development project for NOBLE Retail are as follows:

* Enhance Customer Experience: Develop a user-friendly mobile application that provides customers with intuitive navigation, personalized recommendations, and seamless shopping experiences.
* Expand Market Reach: Extend NOBLE Retail's market reach beyond physical stores by offering a digital platform accessible to customers across geographical locations.
* Drive Sales and Revenue: Increase sales revenue by providing customers with convenient access to a wide range of products and promotions through the mobile application.
* Strengthen Brand Loyalty: Foster stronger relationships with customers through personalized interactions, loyalty programs, and exclusive offers available via the mobile application.
* Ensure Secure Transactions: Integrate a third-party payment gateway into the mobile application to enable secure, encrypted transactions and instil trust and confidence among users.
* Gain Competitive Advantage: Differentiate NOBLE Retail from competitors by offering a cutting-edge mobile application that meets the evolving needs and preferences of modern consumers.

By aligning the development of the mobile application with these strategic objectives, NOBLE Retail aims to position itself as a forward-thinking retailer capable of delivering exceptional value and experiences to its customers in the digital age.

**Stakeholders**

* NOBLE Retail Management: Responsible for defining project goals, budget allocation, and overall project oversight.
* IT Department: Responsible for providing technical expertise, infrastructure support, and integration with existing systems.
* Marketing Team: Responsible for promoting the mobile application, driving user acquisition, and maximizing customer engagement.
* Customer Service Team: Responsible for providing support to customers using the mobile application and resolving any issues or inquiries.

**Requirements/Expectations**

1. A business case is provided for you to analyze. Please read the case and answer the questions.
2. The information provided in the business case might not be sufficient for you to answer the questions. You can make reasonable assumptions based on your experiences.
3. Please answer all the questions. If any question is not clear, please reach out for clarification.

**Your Task**

Please read the Business Case - “Noble Retail” and answer the following questions:

1. Draw a Process Flow Diagram to describe the complete business process.
2. Identify the issues/pain points faced by the company in the case study and come up with a basic solution for each point based on your understanding.
3. Break down the business requirements of your solutions into a feature list. You are not required to write out the full requirement description, a list of all user story titles is sufficient.
4. Using your answers from the above, please identify the Top 3 Must-Have Requirements that are critical to the business, and write out the full details for the 3 requirements in [User Story format with Acceptance Criteria](https://dannorth.net/whats-in-a-story/).
5. Suppose you will have a User Interview with the end user to understand more on the requirements.
   1. Please specify the goals and output for this interview.
   2. Please list out all the questions you’d like to ask during the interview.
   3. Please briefly describe the structure of your conversation.
   4. What techniques/tools would you like to use to facilitate the conversation?