Slides 1-3 {Speaker: Bao-Viet Ho}

"Good [morning/afternoon/evening], everyone. I'm thrilled to see you all here as we embark on a detailed exploration of our loyalty program implementation.

Our journey today is not just about unveiling what we've developed but understanding the profound impact our work has on customer engagement and satisfaction. I, Bao-Viet will initially set the stage, outlining the broader vision and objectives of our project."

"Directly following, we delve into a critical component of our development process with Ali discussing the user story and its pivotal role. User stories help us empathize with our customers, guiding our design and implementation strategies to align with their real-world needs and expectations. Ali will underscore the importance of these narratives in creating a loyalty program that isn't just functional but truly resonant with our users."

"Tarandeep will then take us through the intricacies of our class diagram, revealing how each entity interacts within our loyalty program's ecosystem. This segment promises to shed light on the architectural blueprint of our system, emphasizing the significance of each component in fostering customer loyalty."

"Claudia will present the first of our sequence diagrams, elucidating the enrollment process within our loyalty program. This visual journey through the enrollment scenario will highlight our system's efficiency and user-friendliness, critical factors in ensuring a positive initial engagement for our customers."

"Building further, Ivan will explore another sequence diagram, this time focusing on querying customer enrollment. This section will demonstrate our system's capabilities in analyzing and leveraging customer data, a cornerstone in personalizing the user experience and enhancing the effectiveness of our loyalty program."

Slide 4 {Speaker: -Ali Riza Sevgili}

Hello and welcome, everyone. Let's dive into the story that is riding our initiative – our Loyalty Program Enrollment. Imagine on foot into a shop wherein you are not just any other customer, but a identified and valued network member. That’s the electricity of a great loyalty program. It’s greater than a gadget; it’s our way of saying to every customer, ‘We see you, we recognize you, and we need you to return returned.’ In the temporary international of father-up shops, in which every purchasing experience is short, our loyalty software works wonders. It turns a brief go to into a long lasting bond, making the memory of our logo closing even after the shop is long past. As we challenge in addition into the arena of brief retail, let's keep in mind that it's all about growing lasting connections."

Slides 5-6 {Speaker : -Tarandeep Kaur}

"Hello everyone, I'm Tarandeep Kaur, and I'm excited to guide you through the intricate details of our loyalty program implementation, particularly focusing on our class diagram. Let's delve into it."

"At the heart of our loyalty program lies the 'Customer' entity, representing the individuals who are enrolled in our program. These customers are the lifeblood of our initiative, and it's crucial to have a clear understanding of their interactions within the program."

"Next up, we have the 'LoyaltyProgram' entity, which serves as the backbone of our entire system. This entity encapsulates all the vital details and rules governing our loyalty program, ensuring that it operates smoothly and efficiently."

"As we move forward, we encounter the 'Purchase' entity, which records the individual transactions made by our valued customers. Each purchase is meticulously logged and associated with a unique 'LoyaltyProgramID,' allowing us to track customer engagement and reward them accordingly."

"Now, let's delve deeper into the significance of maintaining such a structured data model. By organizing our data in this manner, we ensure consistency and accuracy in managing customer information and purchase records."

"This structured approach not only streamlines our internal processes but also enhances the overall customer experience. It enables us to deliver personalized rewards and incentives based on individual customer behaviors and preferences."

"And that's a brief overview of our class diagram and its significance in our loyalty program implementation."

Slides 7-8 {Speaker: Claudia Suarez}

Hello everyone. My name is Claudia Suarez, and I'll be explaining the enrollment case scenario. Let's dive into it.

Firstly, our loyalty program offers exclusive benefits and rewards to our valued customers. However, most importantly, capturing customer information and obtaining agreement to terms and conditions is crucial for effective enrollment. It ensures that customers understand the program's rules and allows the company to communicate with them effectively.

For this case, we establish our actor as the customer, and we define some pre and post conditions, as you can see on the table. The precondition is that the customer has accessed the loyalty program enrollment section of the application, and the post condition is that the customer is successfully enrolled and can be queried if required.

In the next slides, we can see the sequence diagram illustrating the interactions between objects involved in the enrollment process of the loyalty program.

The sequence ensures a smooth and user-friendly enrollment process, guiding customers through each step while capturing essential information and ensuring agreement to program terms.

Now, allow me to walk you through the process. When a customer initiates enrollment in the program, the system prompts them to provide necessary information. Upon receiving the information, the system, particularly the DomainController, verifies it and presents the terms and conditions for the customer's agreement. Once the customer agrees, the DomainController generates a unique loyalty ID for the new Customer object, containing their details, and requests confirmation from the customer. After confirmation, the EntityManager saves the customer object, and the UIController sends a confirmation message, redirecting the user to the main menu

Slides 9-10 {Speaker: Ivan Shandra}

Hello, my name is Ivan Shandra, and I will be talking about the Use Case for querying customers Loyalty Program enrollment.

So why is querying this information important? It provides insights into customer participation and engagement, allowing the business owner to analyze customer data, track program effectiveness, and make informed decisions to enhance the loyalty program's performance, which is invaluable for an effective management of loyalty programs, allowing for a higher customer engagement and a more solid customer base. To achieve this, the following Use Case was created. Here, the owner must open the main menu and choose the option to query the customers that are enrolled into a loyalty program. The system then displays a list of enrolled customers with their name, contact information (such as email address and phone number) and loyalty program ID included.  
 Additionally, the owner has the option to cancel the query and return to main menu. The way this works is demonstrated in the following sequence diagram.

The sequence diagram illustrates the interactions between objects involved in querying enrolled customers in the loyalty program, enabling the business owner to efficiently access and analyze customer data related to loyalty program enrollment. Which, as mentioned before, is crucial for informed decision-making, helping to optimize the effectiveness of the loyalty program. As you can see, upon a query request from the owner, the system will fetch the Customer class, get all customers, filter out the customers that are not enrolled in a loyalty program and then return a filtered list of customers with their name, email address, phone number, and loyalty program ID. The logic to cancel the query is also present, which upon the request returns the owner to the main menu.

Slide 11-12 {Speaker: -Ali Riza Sevgili}

"Now, allow's talk about the actual benefits our software program brings to the table. We move beyond the fundamental idea of profitable clients. Our loyalty application is crafted to deepen the entire consumer engagement experience. This is set giving customers a strong cause to maintain deciding on us, time after time. And as they do, their delight with our emblem grows, and so does our business – it’s a win-win. Plus, our software's sophisticated data monitoring and evaluation don't simply scratch the surface; they provide us deep insights into what our customers love and the way they behave. This approach we will make smarter choices and shape our marketing in a way that simply speaks to our customers' wants and needs."

"And as we wrap up, I want to extend a huge thanks to all of you. Your engagement with us today is helpful. Sharing our adventure and the insights we've got received with you has been an absolute pride. We’re eager to hear your thoughts, solution any questions, and embrace the chance to discuss how our loyalty software can have a real and wonderful impact to your technique to business and purchaser relationships."