Farmacy Family Architecture Proposal

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This is an Architecture proposal by Arkhamtectures Team to enhance existing Farmacy Foods to further their customer engagement.

Overview

Primary goals

- develop relationships between engaged customers and nurture those relationships
- convert transactional customers to engaged customers
- generate analytical data from medical information to demonstrate the benefits of Farmacy Foods

When a transactional customer purchases a meal, Farmacy Family will generate an email elucidating additional benefits available for becoming an engaged customer.

Thus, the overall goal of Farmacy Family is to connect, gather, analyze, and communicate.

Definitions

1. Transactional Customer: Customer of FFoods
2. Engaged Customer - Customer of both FFamily and FFoods
3. Support Community - Engaged members within a [community]
4. Client: low income, poverty level, homeless, college students, educators, senior citizens
5. Community - small group of engaged customers within a neighborhood area

This is another paragraph.[1]

Requirements

- Add a new system to manage customer profiles, allowing [community] engagement, personalization around preferences and dietary needs.

- Support geographical trend analysis to hone Farmacy Family's ability to optimize the foods delivered to fridges (an additional integration point To Farmacy Foods).

- Support both push and pull models for [community] engagement. In other words, Farmacy Family will manage forums, emails, and create connections between similar demographics. Farmacy Family needs Transactional Customer information for outreach purposes. The engagement model includes subscriptions, forums, reference material, class information, and other media that supports Food-as-medicine.

- eDietian has access to customer profile to improve advice and monitoring of customers. Additionally, the customer and dietitian can interact via messages.

- Farmacy Family wants to improve the distribution and potential food waste from having the wrong mix of foods in a particular fridge.

- Farmacy Family will include medical profile information and the ability to share information with medical service providers.

- Farmacy Family customers can customize how much profile information they want to allow the [community] to see, at a fine-grained level.

- Farmacy Family has relationships with third party providers (clinics, doctors, etc) that have access to more analytical data to improve engagement (for example, regional dietary observations).

- Add Farmacy Family user interface to existing Foods interface, which is currently a Reactive monolith. Create a holistic UX for both food and Farmacy Family to support engagement model.

Opportunity Details

Technical Details

Domain areas

- Onboarding
  - profile for customer
  - analytics
- Community
  - forum (localized, temporal)
  - in person / virtual events (localized, temporal)
  - classes (localized, temporal)
  - interactive media library (global, reference)
  - general wellness education (global, reference)
- Integration (extranet)

- dietician
- clinics
- Farmacy Foods

Engagement Models

- Clients
  - Covered above - building a community, education, increased awareness
- Clinics - Work with clinics to establish baseline tests for clients
  - Gather results
  - Test every 3 months
  - Analyze results
  - Demonstrate any change in their overall health
  - use this info to gain investors and additional support and help
- Dieticians
  - Farmacy Foods supported generic advice from dieticians. Farmacy Family will support one-on-one advice for engaged customers
  - Regular contact via messages
  - Selective access to medical information about the customer from a partner clinic
- Family Foods
  - Farmacy Family needs to know which Transactional Customers (and their information) are not part of Farmacy Family (Engaged Customer) to start the onboarding process for those customers
  - Farmacy Foods needs to know which transactional customers are Engaged Customers

Additional Context

- The new system must seamlessly incorporate into Farmacy Foods
- Improved use of analytics driven through the new integration of Farmacy Family will help gather new investors and prove better dietary outcomes in member communities

Scope

Limitations

1. Proposal to the solution should be cost-effective.
2. Solution should be inline with the existing ecosystem built for Farmacy Foods.
3. AWS is the preferred cloud provider.
4. Farmacy Family should use Farmacy Foods' idetnity management.

Usecase	Actor	Module	Goal Description
Create Profile	Actor		Goal Description
Preference personalization	engagedCustomer		To share information with medical service providers and dietitians. And how much profile information they want to allow the community to see.
Provide dietary needs	engagedCustomer		Goal Description
Create Forums	Admin		To improve the community engagement.
Modify Forums	Admin		To improve the community engagement.
Subscribe to Forum	transactionCustomer, engagedCustomer		
Unsubscribe to Forum	engagedCustomer		
Delete Forums	Admin		To improve the community engagement.
Create Blogpost	Dietitian, Clinician		Goal Description
Modify Blogpost	Dietitian, Clinician		Goal Description
Delete Blogpost	Dietitian, Clinician		Goal Description
Create Events	Dietitian, Clinician		To improve the community engagement and awareness.
Create Classes	Dietitian, Clinician		To improve the community engagement and overall wellness.
Modify Classes	Dietitian, Clinician		To improve the community engagement and overall wellness.

Usecase	Actor	Module	Goal Description
Delete Classes	Dietitian, Clinician		To improve the community engagement and overall wellness.
Enroll to Events and classes	engagedCustomer		To improve one's wellness.
Cancel event or class enrolment	engagedCustomer		To improve one's wellness.
Provide generic advice	Dietitian		
Access to customer medical information	Dietitian, Clinician		
Send message	Dietitian, engagedCustomer		To advice customers on their diet
Receive message	Dietitian, engagedCustomer		To advice customers on their diet
Send onboarding email to Transactional Customer	System		
Conduct test every 3 months	Clinician		
Analyze results	Clinician		
Take a test every 3 months	engagedCustomer		
Support geographical trend analysis	??		
Tagging food to dietary choices	System		To improve the distribution and potential food waste from having the wrong mix of foods in a particular fridge.
Rank dietary choices by Farmacy Food Fridge	System		To make a more informed food mix by dietary choices of the community

Usecase	Actor	Module	Goal Description
		Customer Profile	Customer profile should be shared between Farmacy Foods and Family. This is an integration point. Customer Profile should show information such as transaction history with Farmacy Foods.
		Customer Profile	Customer should be able to turn on Farmacy Family from the profile. Likewise, they should also be allowed to turn-off if they wish to leave Farmacy Family
		Customer Profile	Customer should be able to manage a customer profile i.e. create, update, delete
		Customer Profile	Customer should be able to update which parts of the profile are public and which ones are hidden
		Customer Profile	Customer should be able to select / edit topics of interest for e.g. vegan, weight loss, etc.
		Customer Profile	Customer should be able to set preferences around dietary needs - such as vegan, gluten-free, allergies, etc.

Usecase	Actor	Module	Goal Description
		Customer Profile	Customer Profile should display which forums the user is part of allowing him to review, edit and navigate to the forum
		Customer Profile	Customer Profile should include information on upcoming classes the user has signed-up for
		Customer Profile	Customer Profile should include information on past classes attended
		Customer Profile	Customer Profile should include bookmarks created by customer to videos, articles, other reference media
		Customer Profile	Customer profile should have zipcode - which will be used to filter all resources and events in the community that needs to localized
		Analytics	System should capture data around customer's dietary needs - vegan, gluten-free, etc.
		Analytics	System should capture categories (tags) of classes or events registered and/or attended by a customer
		Analytics	System should capture categories (tags) of videos viewed by a customer

Usecase	Actor	Module	Goal Description
		Analytics	System should capture categories (tags) of resources accessed by a customer
		Analytics	System should capture categories (tags) of forums and posts that the customer was active on
		Analytics	System should capture categories (tags) of forums and posts that the customer was active on
		Analytics	System should extract keywords from notes saved from interaction between dietitian and customer
		Analytics	System should extract keywords from clinical test results notes

Example 1. Example block title

Content in an example block is subject to normal substitutions.

Sidebar title

Sidebars contain aside text and are subject to normal substitutions.

Third level heading

Listing block title

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Content in a listing block is subject to verbatim substitutions.
Listing block content is commonly used to preserve code input.
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Fourth level heading

Table 1. Table title

Column heading 1	Column heading 2
Column 1, row 1	Column 2, row 1
Column 1, row 2	Column 2, row 2

Fifth level heading

> I am a block quote or a prose excerpt. I am subject to normal substitutions.
>
> — firstname lastname, movie title

> I am a verse block.
>   Indents and endlines are preserved in verse blocks.
>
> — firstname lastname, poem title and more

First level heading

💡 There are five admonition labels: Tip, Note, Important, Caution and Warning.

1. ordered list item
   a. nested ordered list item
2. ordered list item

First level heading

This is a link to the Asciidoctor documentation. This is an attribute reference that links this text to the AsciiDoc Syntax Quick Reference.

[1] I am footnote text and will be displayed at the bottom of the article.