

Sprint	Digital technology feature	Rationale	Measuring Success	Difficulty
1	A website	It is important for a company like ACME to have an online presence so that customers can browse the items and share findings with peers.	Will result in a wider reach to customers. Products need to be listed with full details such as a full ingredients list so customers with any allergies are not at risk and are well informed. Offers and price changes need to be consistently updated.	low
2	A rewards app	Customers can collect points and potentially win rewards for their loyalty towards the company as well that being able to win rewards may encourage new customers to join and also regularly shop.	Will enable the company to gain customer loyalty as well as increase revenue as in order to get rewards customers may need to spend a certain amount of money either weekly/monthly. Customers may not be motivated to reach rewards if the spending limit is out of their budget or too high so based on the cost of living and competitors ACME can set prices as well as target spending to reach goals.	medium
3	User login feature	Customers can keep a history of previous transactions and if needed repurchase old transactions.	Helps to tailor product suggestions to customers based on what they have already purchased, increasing revenue whilst also enhancing user engagement. Having transaction histories and being able to repeat a transaction order without having to look for each individual item can save the customer time. Customers may be concerned about data privacy as in order to create a log in it requires storing a lot of personal information. In order to make them feel at ease ACME should only ask for necessary information as well as keeping customers informed of data protection acts when signing up.	low
4	Create a system to purchase items online by integrating a payment provider	Customers with accessibility issues that may struggle to physically attend the store can buy items online and get them delivered.	Reaching a wider audience whilst increasing customer reach. System issues or crashes on the website/app can result in certain orders not being completed correctly. This can upset customers and potentially lose their trust making them not want to repurchase from the company again and giving the company a bad reputation. In order to prevent this a software engineer should consistently keep a look out for any bugs and make sure that the payment provider is tested properly.	medium

5	Include features for customers struggling with accessibility	Include audio features to help visually impaired individuals.	This will bring a diverse range of consumers as well as that it will also improve the company's reputation as they are taking into consideration disabilities which stands out from other competitors. Faults in audio features can frustrate customers and may prompt them to leave bad reviews to prevent this software engineers should debug and test the feature several times before allowing users access.	medium
6	Create accounts on several social media platforms and through those platforms create ads on them with links to websites	Helps with advertising and based on users cookies adverts can show users products that they will like.	Through advertising on multiple social media platforms, the company can reach a wider audience increasing customers thus increasing revenue. The adverts need to be non controversial and must be able to be easily understood and catch the eye of the wide range of target audience.	low