

Business Skills

1) Increasing customers

ACME = Confectionary company launching digital with aims of:

2) Increasing revenue

3) Increasing repeat customers

Sprint	Feature	Rationale	Measuring success	Contingency Plan	Difficulty
1	Build a website	One of the first things that needs to be developed to display confectionary products clearly to customers.	Website hosted online, ranking on search engine results, level of customer traffic.	Evaluate level of customer traffic and ranking on search engine to make necessary adjustments.	Low
2	User friendly website design	To develop a visually appealing and easily functionable website design to attract and retain customers with a seamless digital shopping experience.	Increase in time spent on website, positive feedback and increased conversion rates.	Evaluate time spent on website and conversion rates to determine whether more allocation of resources is needed.	Medium
3	E-commerce utility	Implementation of a secure payment platform to enable customers to make purchases digitally. This is essential for revenue generation and to facilitate repeat purchases.	Increased sales, growth of customer base, repeat conversion rate.	Identify and correct technical issues impacting payment and possibly adjust marketing techniques to drive traffic to online store.	Medium
4	Customer engagement features	Integrate features such as live chat, product support and personalized recommendations to enhance customer interaction, encouraging repeat purchases.	Increased customer engagement metrics such as chat interactions and improved customer satisfaction scores.	Critically analyse engagement data for improvements and adjust strategy accordingly.	Medium
5	Subscription feature	Gives opportunity for customers to enrol on an automatic subscription service (repeat orders) which can positively impact revenue and sales in the longer term.	Number of repeat sales from customer increase. Also calculate lifetime value of customers.	Assess the number of repeat sales to make improvements or even business specific additions such as a 'subscribe and save' feature.	Medium
6	Mobile responsive design	Optimize the website for mobile devices to enhance accessibility and convenience for customers shopping on smart phones.	Increase in mobile specific web traffic, improvement in mobile conversion rates.	Optimize mobile experience based on user feedback and ensure compatibility across various mobile devices and browsers.	Hard
7	Developing a mobile application	Develop a mobile application for iOS and android platforms to expand reach and provide a seamless shopping experience.	Increase in app downloads, growth in mobile sales and improvements in user ratings and reviews.	Monitor app performance and user feedback. Address any bugs or usability issues promptly. Continuously update the app with new features and improvements.	Hard