

Dec 06th 2023

SYD 366 Software Analysis and Design – I | Innovative Revenue-Boosting Feature Proposal

Presenters:

Group 2 :

Julia Alekseev 051292134

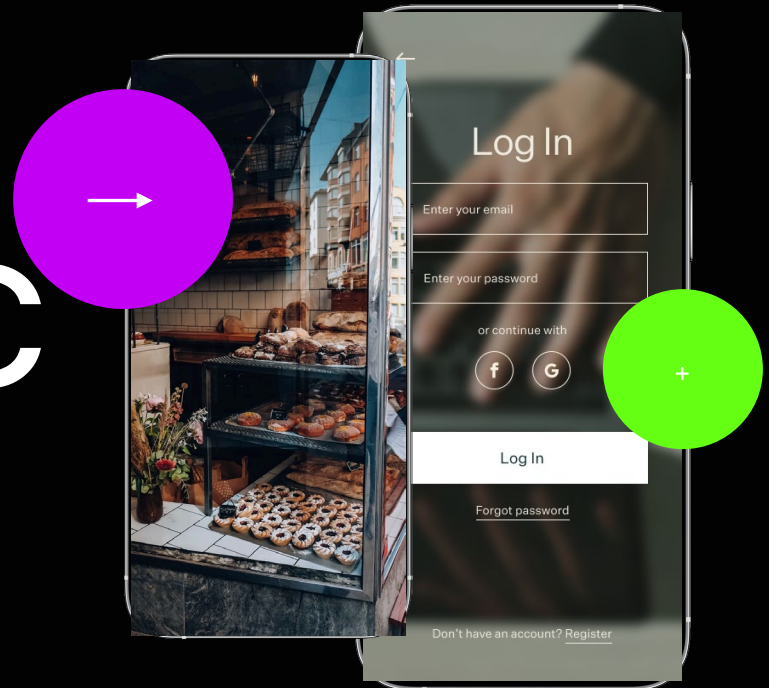
Audrey Duzon 019153147

Minji Kim 112030226

Evelyn Kim 119561223

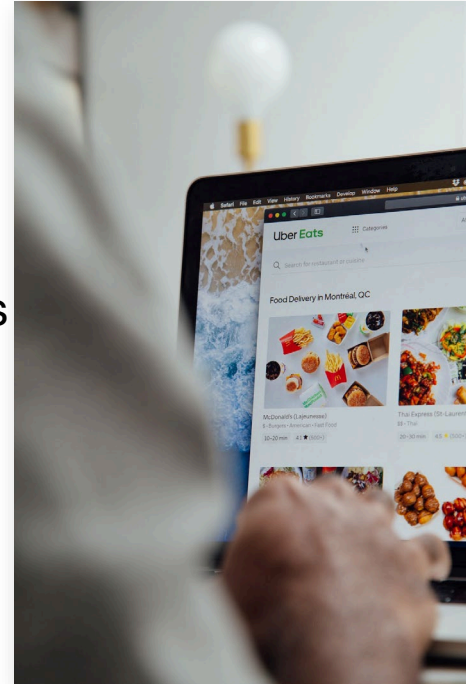
Hyeri Jang 115328221

# Strategic Planning



# Introduction

The surge in the integration of mobile ordering systems within the food industry underscores a dynamic shift toward streamlined and tech-savvy dining experiences, as an increasing number of businesses and restaurants embrace the convenience and efficiency of digital food ordering.



How can we bring  
more money to  
the business?





*Victoria's Bakery Shop*

01

## Adoption

- Introduce New Offerings and Seasonal Specials

02

## Retention

- Loyalty Programs and Exclusive Discounts

03

## Referral

- Incentivize Customers to Spread the Word

# Unlocking Success

## The Profound Benefits of Promotional Emails in



**Boosting Visibility**



**Driving Engagement**

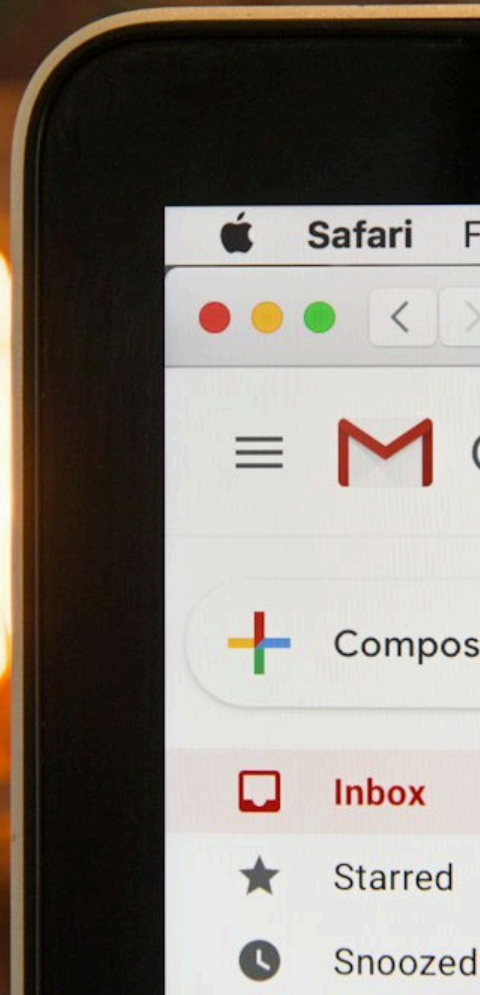
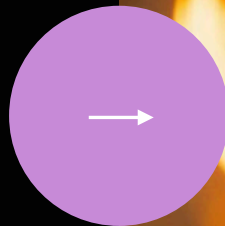


**Fostering Customer Loyalty**

Mission

# Promotional Emails

—  
whenever,  
wherever.







Victoria's Bakery Shop

  
Victoria's Bakery Shop

## CHRISTMAS DELIGHTS AWAIT YOU!



**CHRISTMAS COLLECTIONS**

- Yule logs
- Gingerbread delights



**SANTA'S SPECIALS:**

Surprise promotions and treats all December!




**GIFT HAMPERS**

Share the joy with our festive creation

Special Offer: 20% OFF!  
Use code: XMASJOY20 at checkout

**ORDER NOW**

J.Alekseev

  
Victoria's Bakery Shop

## VALENTINE'S DAY

**VALENTINE'S COLLECTIONS:**

- SWEETHEART CAKES
- CHOCOLATE INDULGENCE

**LIMITED EDITION TREATS:**

- HANDCRAFTED WITH LOVE
- SURPRISE PROMOTIONS AND TREATS ALL FEBRUARY!

**SPECIAL OFFER: 20% OFF!**

**USE CODE: LOVE20 AT CHECKOUT**

**ORDER NOW**

J.Alekseev

# User Story

Victoria would like to explore a marketing strategy of sending promotional emails to her customers. She would like to be able to increase her sales and customer acquisition by taking advantage of trending events and holidays. She would be offering discounts or free items related to the event specified.

## Acceptance Criteria:

- a) Must be able to create, modify and delete an event
- b) Must be able to query list of existing events by between two dates.

## Rationale

Promotional emails drives sales, brand awareness and brand loyalty to current customers. This method of marketing invokes creativity and uniqueness against competitors. It achieves growth by allowing customers to access the message when it is most convenient. By also targeting trending events and holidays, customers are likely to engage and make a purchase at a discounted rate.





USE CASE NAME	ADD AN EVENT		
TRIGGERING EVENT	Holiday, or trending event that increases traffic to Victoria's business		
BRIEF DESCRIPTION	Allows owner to create an event		
ACTORS	Owner		
RELATED USE CASES			
PRECONDITIONS	Owner has opened main menu		
POST CONDITIONS	A new event is saved and added into events		
FLOW OF ACTIVITIES	Actor	System	
	1	Request to add a new event	<ul style="list-style-type: none"> <li>Displays a calendar</li> <li>Prompts user to select date for event</li> </ul>
	2	Select start date, and end date.  Enters description, name.	<ul style="list-style-type: none"> <li>Verifies inputs are valid.</li> <li>Prompts user to add products affected by event.</li> </ul>
	LOOP	Chooses a product	<ul style="list-style-type: none"> <li>Displays a list of products and prompts user for selection.</li> </ul>
	3	Selects a product	<ul style="list-style-type: none"> <li>Display product details.</li> </ul>
	4	Adds discount percentage and description	Parallel to the selected product: <ul style="list-style-type: none"> <li>add discount rate for each item</li> <li>add description of discount.</li> </ul>
	END	When all products and associated discount rate and description added	<ul style="list-style-type: none"> <li>Prompt user to verify event and save.</li> </ul>
	5	Chooses to save.	<ul style="list-style-type: none"> <li>Saves the event and returns to main menu.</li> </ul>
Exception Conditions	Owner decides to cancel event creation.		

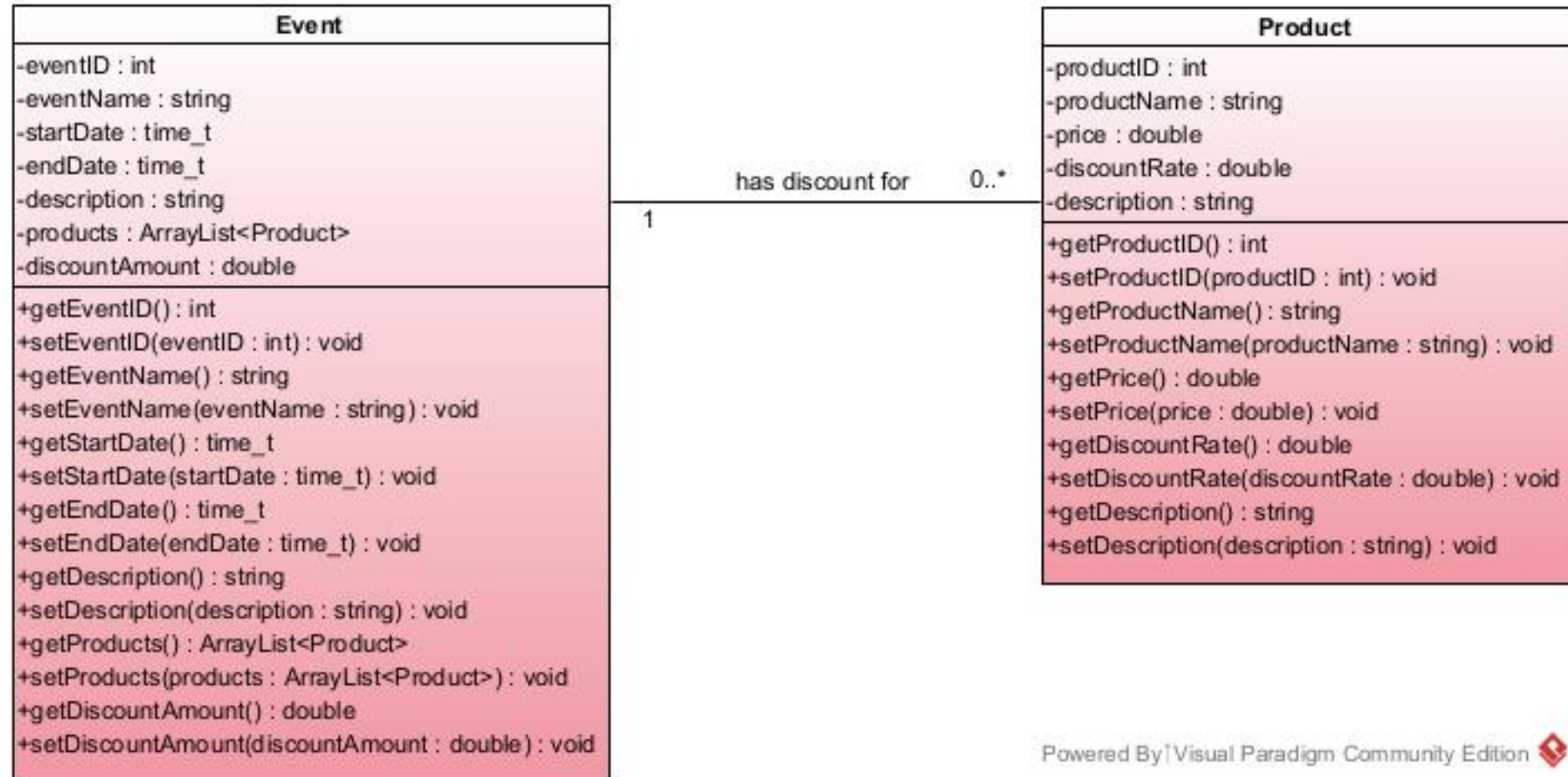




USE CASE NAME	QUERY AN EVENT		
TRIGGERING EVENT	Display event contents to be sent to customers		
BRIEF DESCRIPTION	Allows the owner to view the contents of promotional email		
ACTORS	Owner		
RELATED USE CASES			
PRECONDITIONS	Owner has opened main menu		
POST CONDITIONS	An event is retrieved and displayed		
FLOW OF ACTIVITIES	Actor		System
	1	Request to query events	Displays calendar
	2	Select date range	Verify date selected
			Retrieve list of events for date range selected.
			Calculates accumulated amount of discounts.
			Displays events and total discount to user.
	3	Request to exit	Returns user to main menu.
EXCEPTION CONDITIONS			

**Group 2- NEE**

- Julia Alekseev 051292134
- Audrey Duzon 019153147
- Minji Kim 112030226
- Evelyn Kim 119561223
- Hyeri Jang 115328221





Group 2- NEE

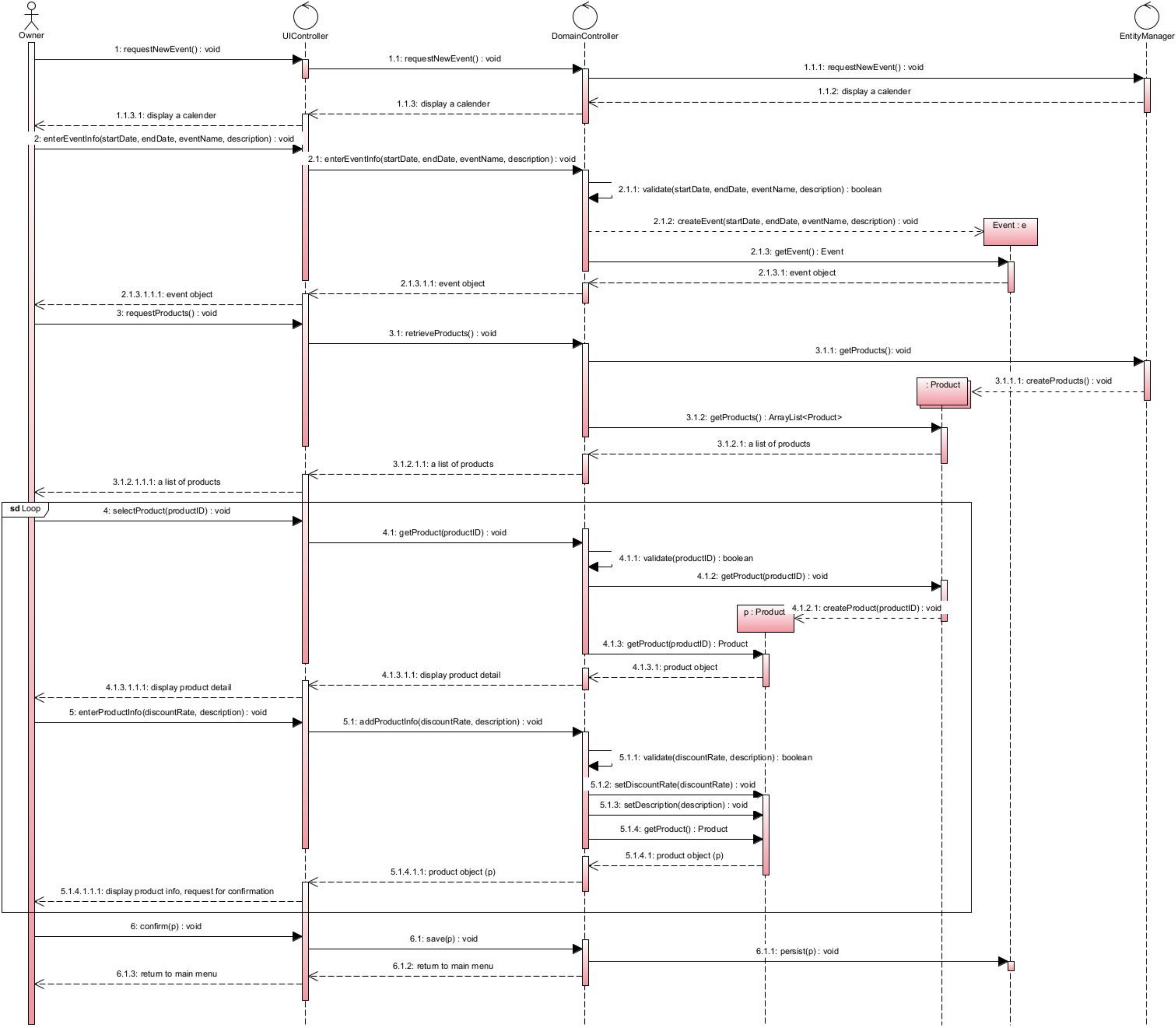
Julia Alekseev 051292134

Audrey Duzon 019153147

Minji Kim 112030226

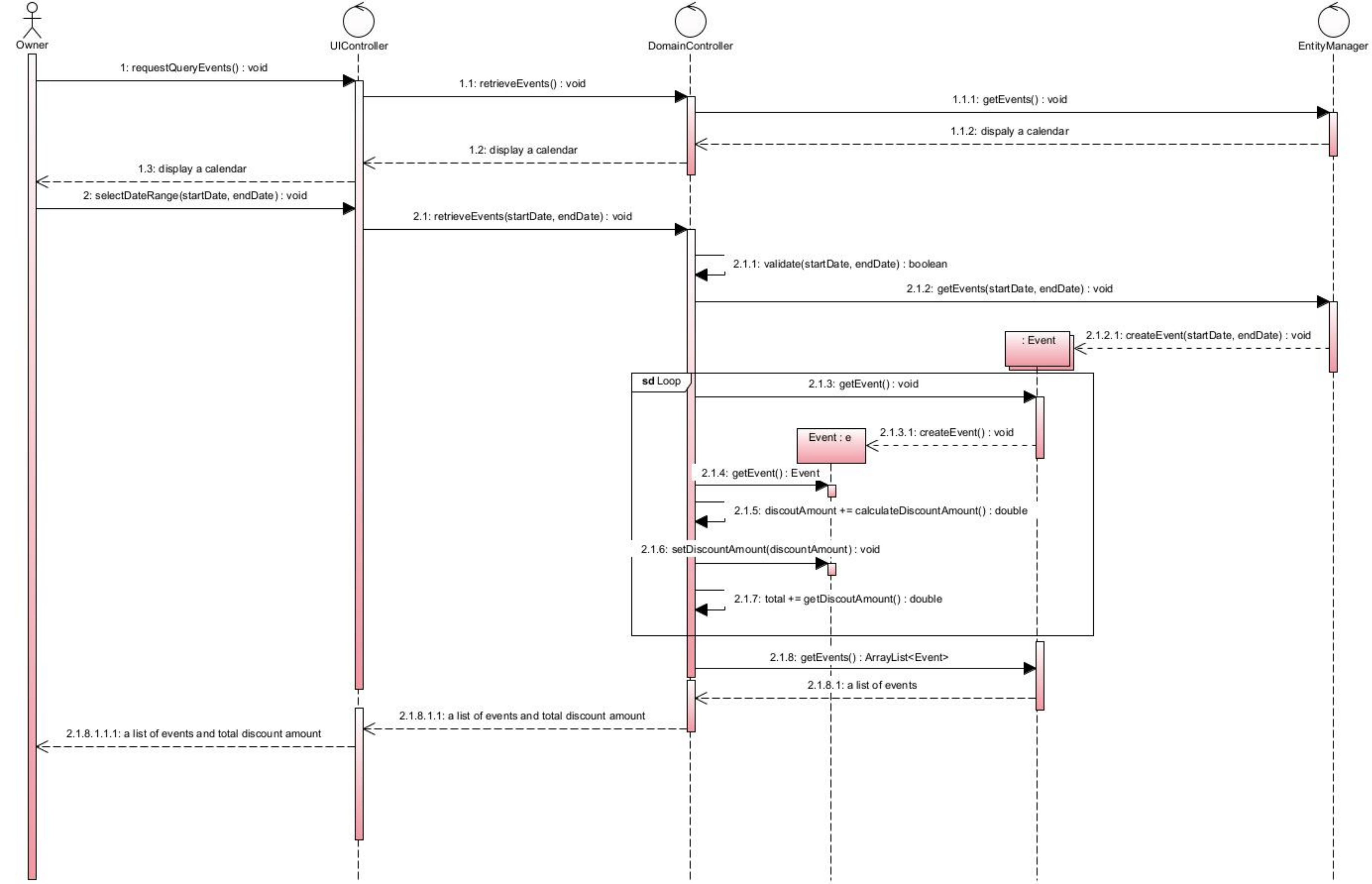
Evelyn Kim 119561223

Hyeri Jang 115328221

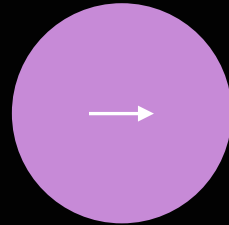


**Group 2- NEE**

- Julia Alekseev 051292134
- Audrey Duzon 019153147
- Minji Kim 112030226
- Evelyn Kim 119561223
- Hyeri Jang 115328221



# Any questions?





Dec 12th 2023

---

# Thank you

