

Dec 06th 2032

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

Presenters:

Group 2 :

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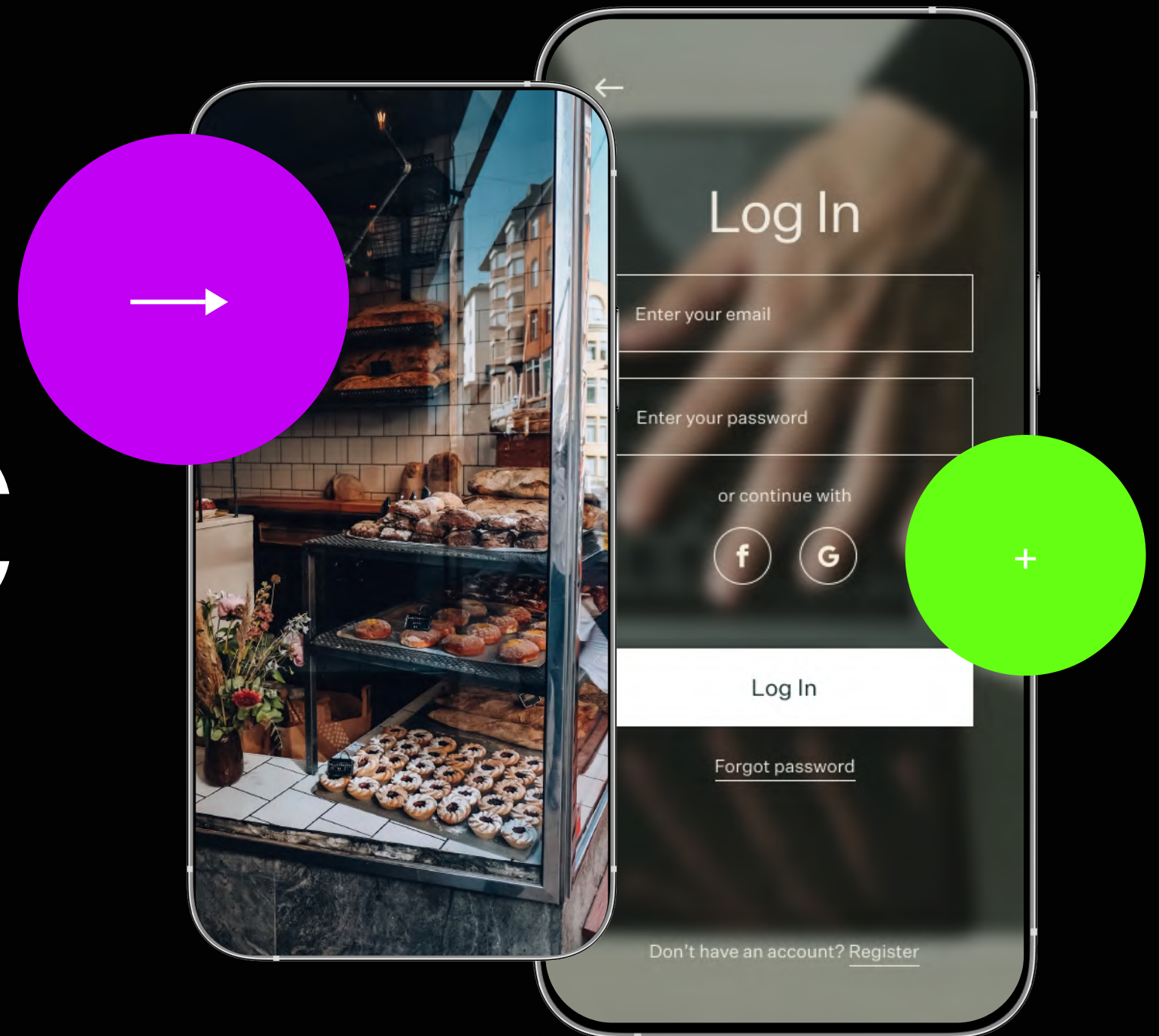
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Minji Kim 112030226

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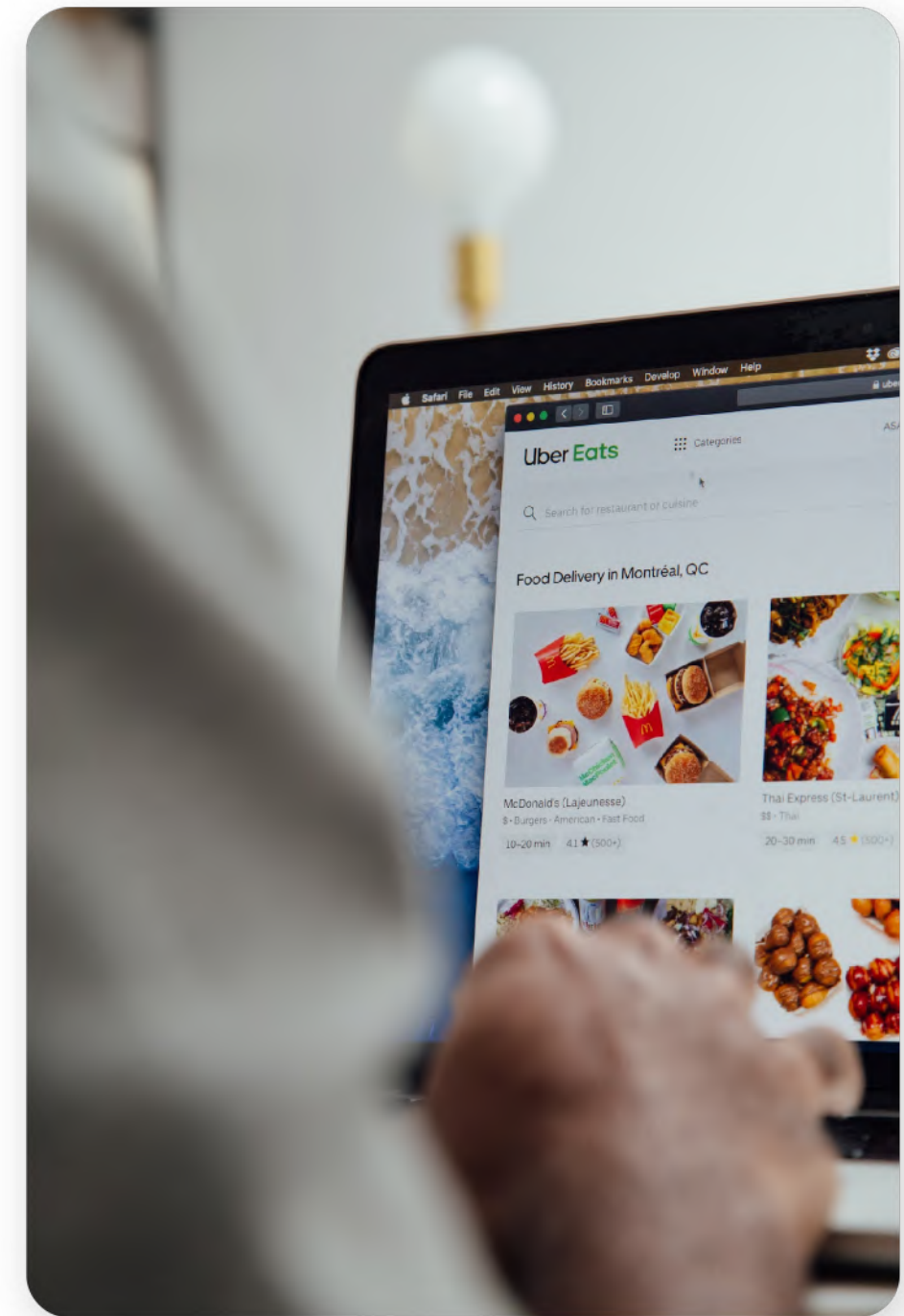
Hyeri Jang 115328221

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

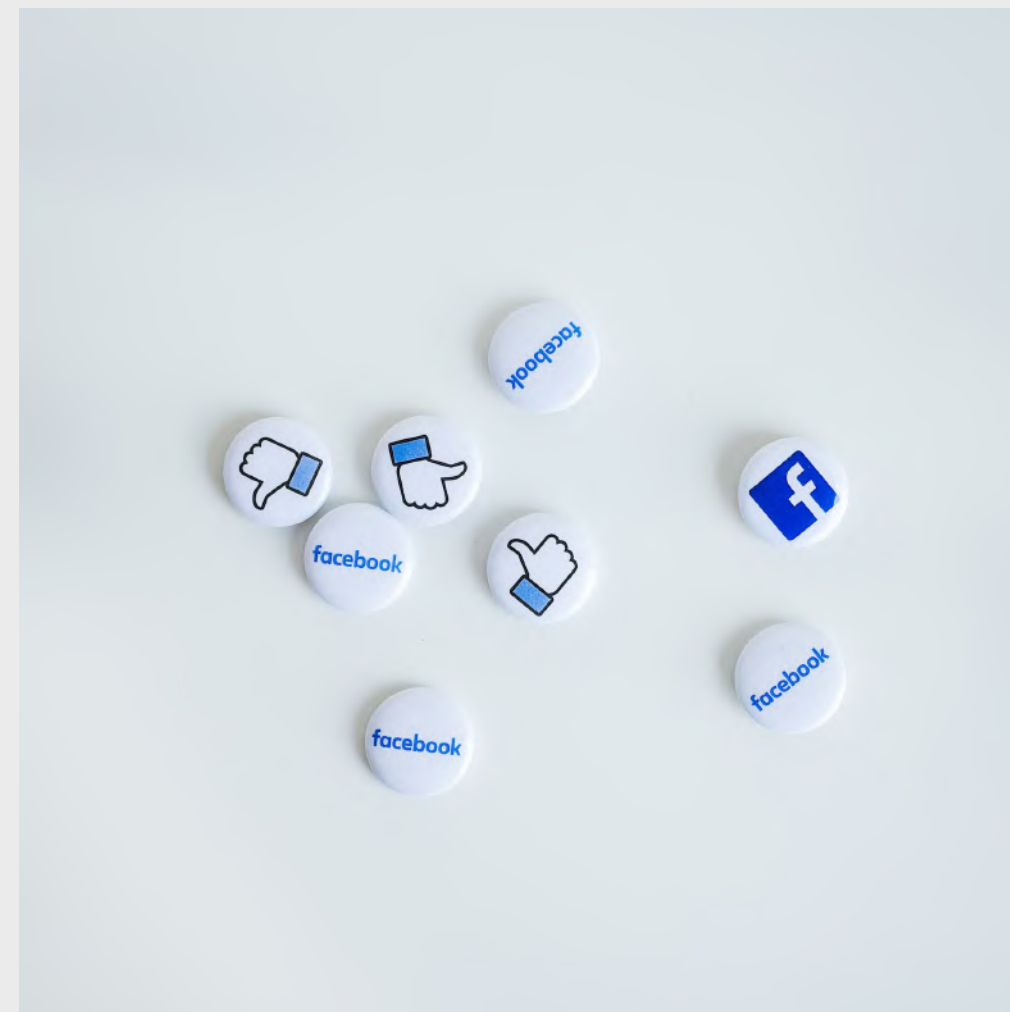
- Incentivize Customers to Spread the Word

Unlocking Success

The Profound Benefits of Promotional Emails in



Boosting Visibility



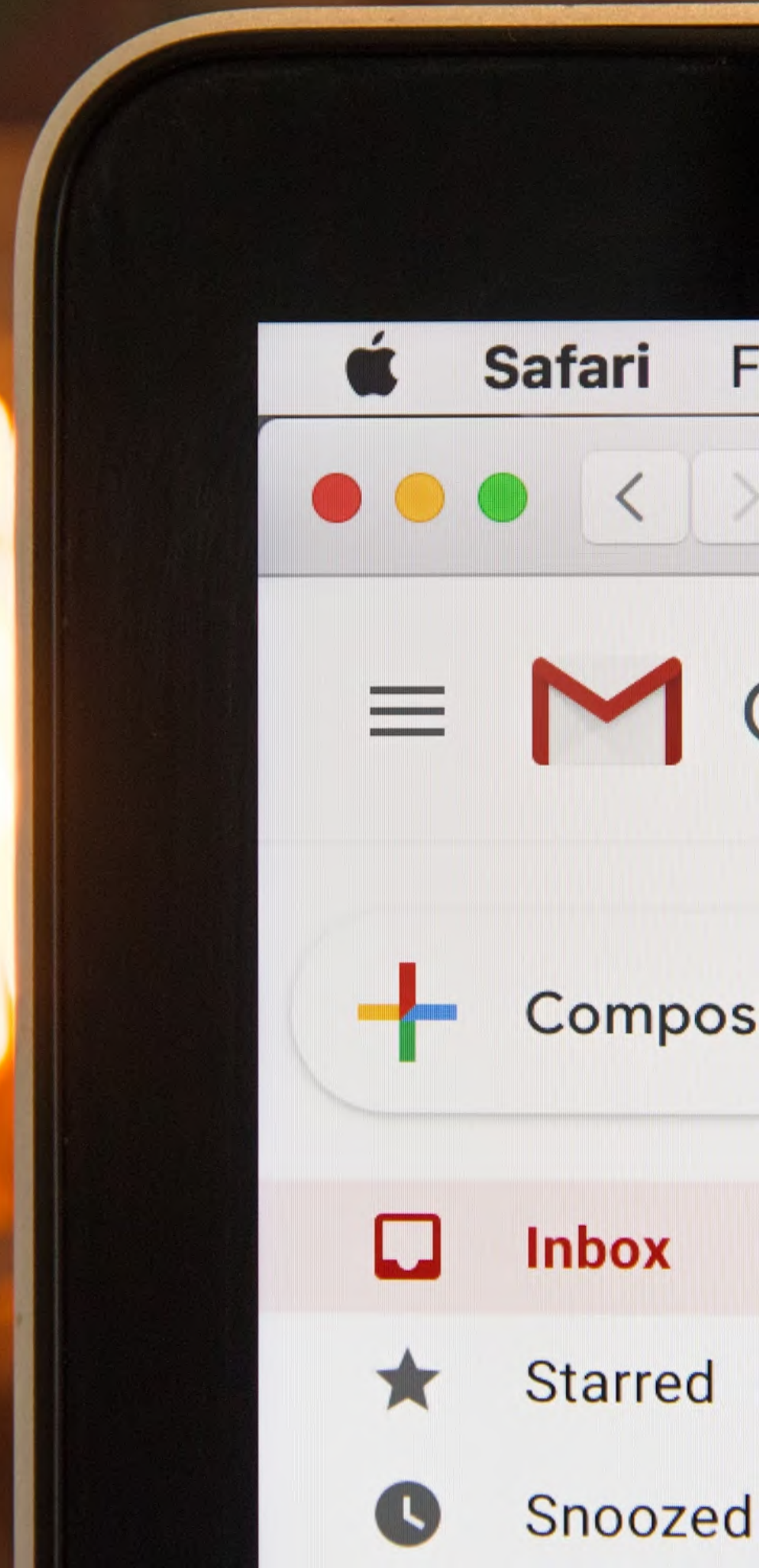
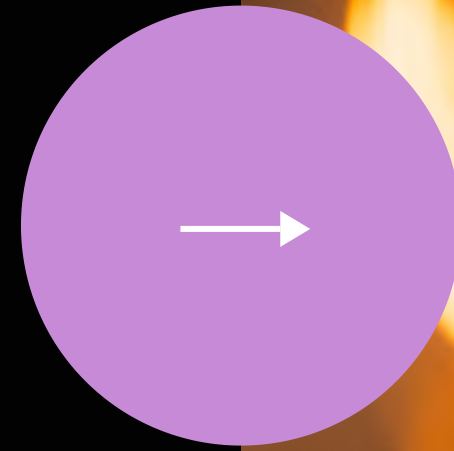
Driving Engagement



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

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

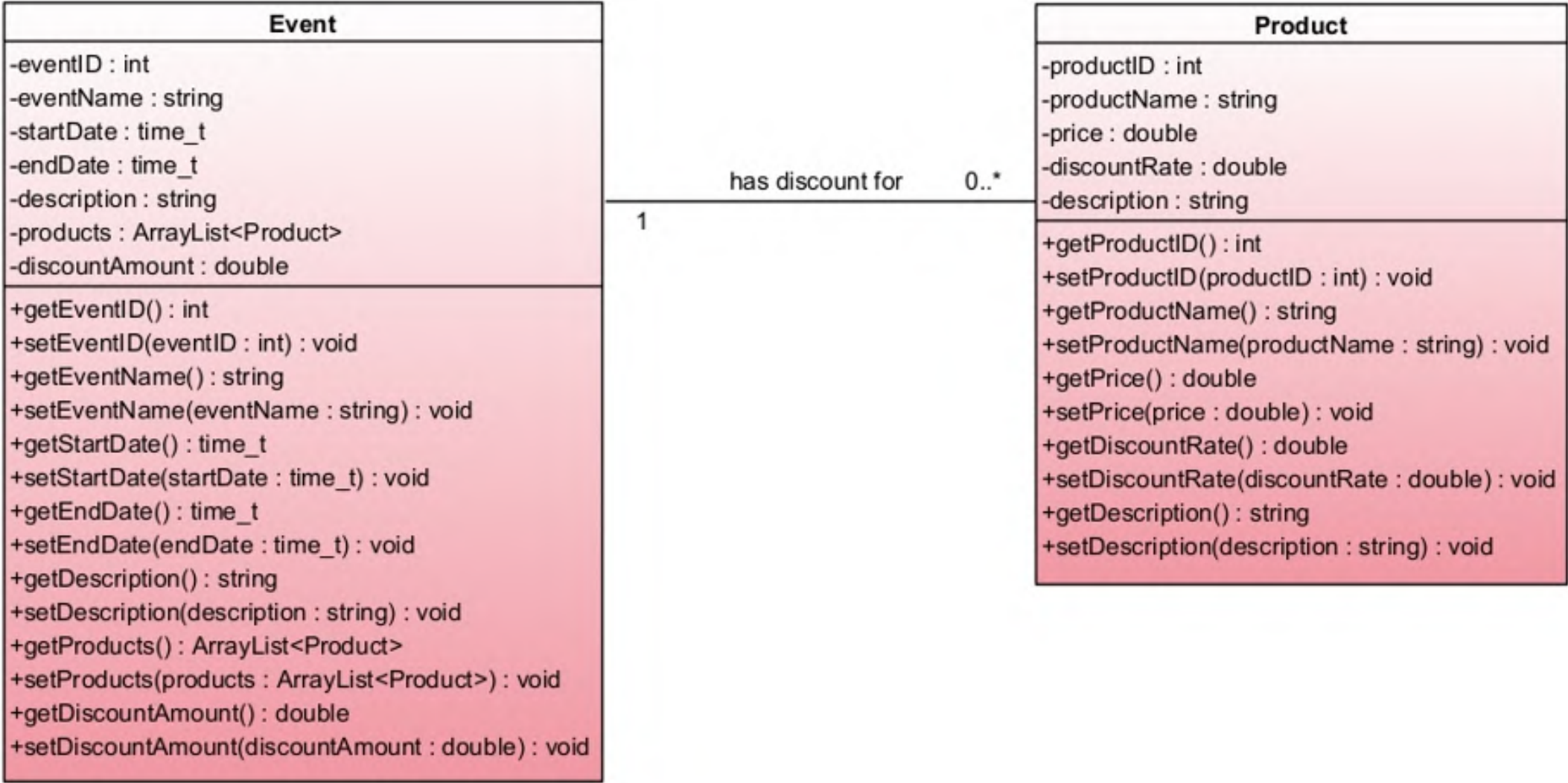
Promotional emails drives sales, brand awareness and brand loyalty to current customers. This method of marketing invokes creativity and uniqueness against competitors. It achieves growth by allowing customers to access the message when it is most convenient. By also targeting trending events and holidays, 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"> Displays a calendar Prompts user to select date for event
	2	Select start date, and end date. Enters description, name.	<ul style="list-style-type: none"> Verifies inputs are valid. Prompts user to add products affected by event.
	LOOP	Chooses a product	<ul style="list-style-type: none"> Displays a list of products and prompts user for selection.
	3	Selects a product	<ul style="list-style-type: none"> Display product details.
	4	Adds discount percentage and description	Parallel to the selected product: <ul style="list-style-type: none"> add discount rate for each item add description of discount.
	END	When all products and associated discount rate and description added	<ul style="list-style-type: none"> Prompt user to verify event and save.
	5	Chooses to save.	<ul style="list-style-type: none"> Saves the event and returns to main menu.
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			

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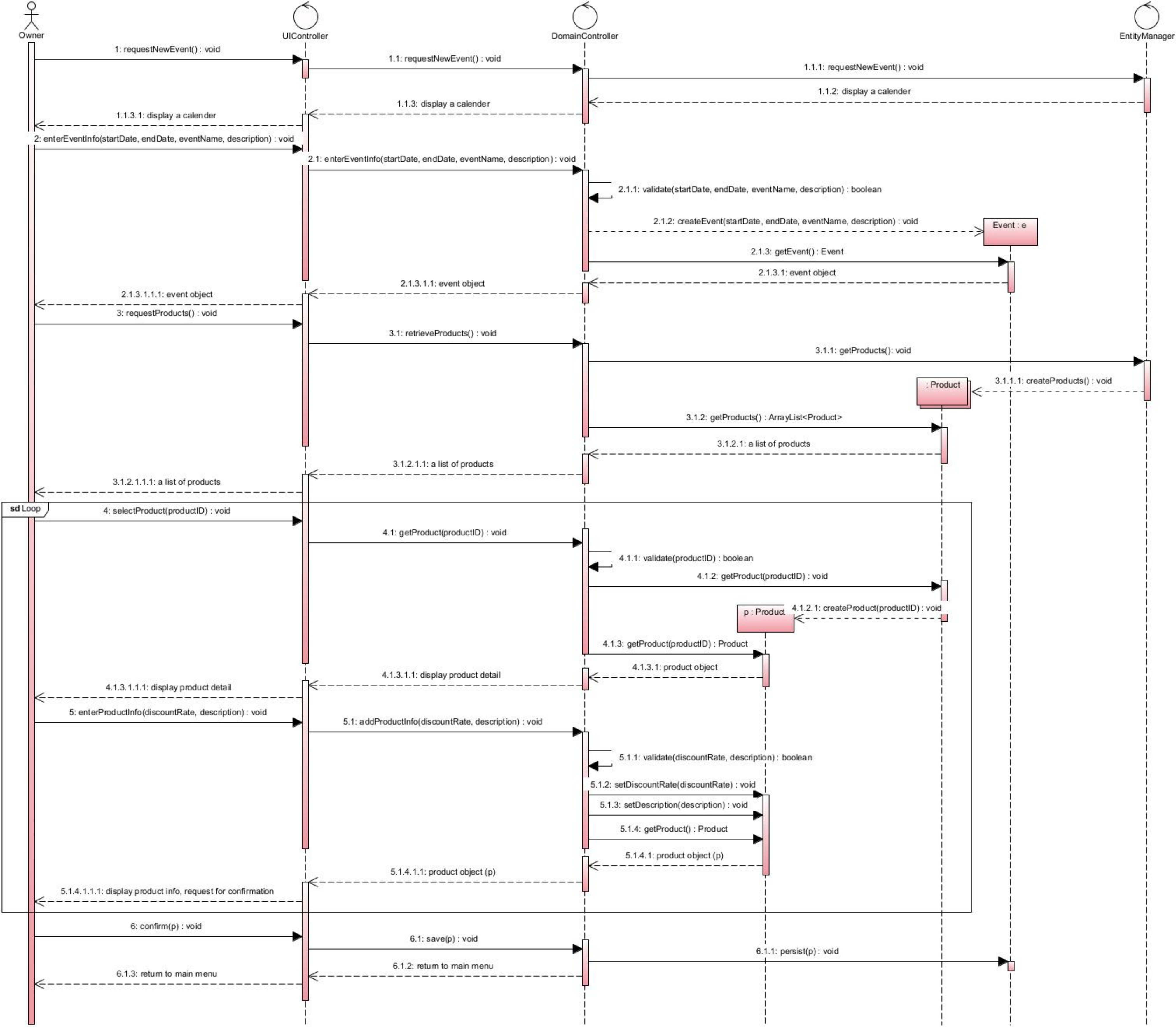
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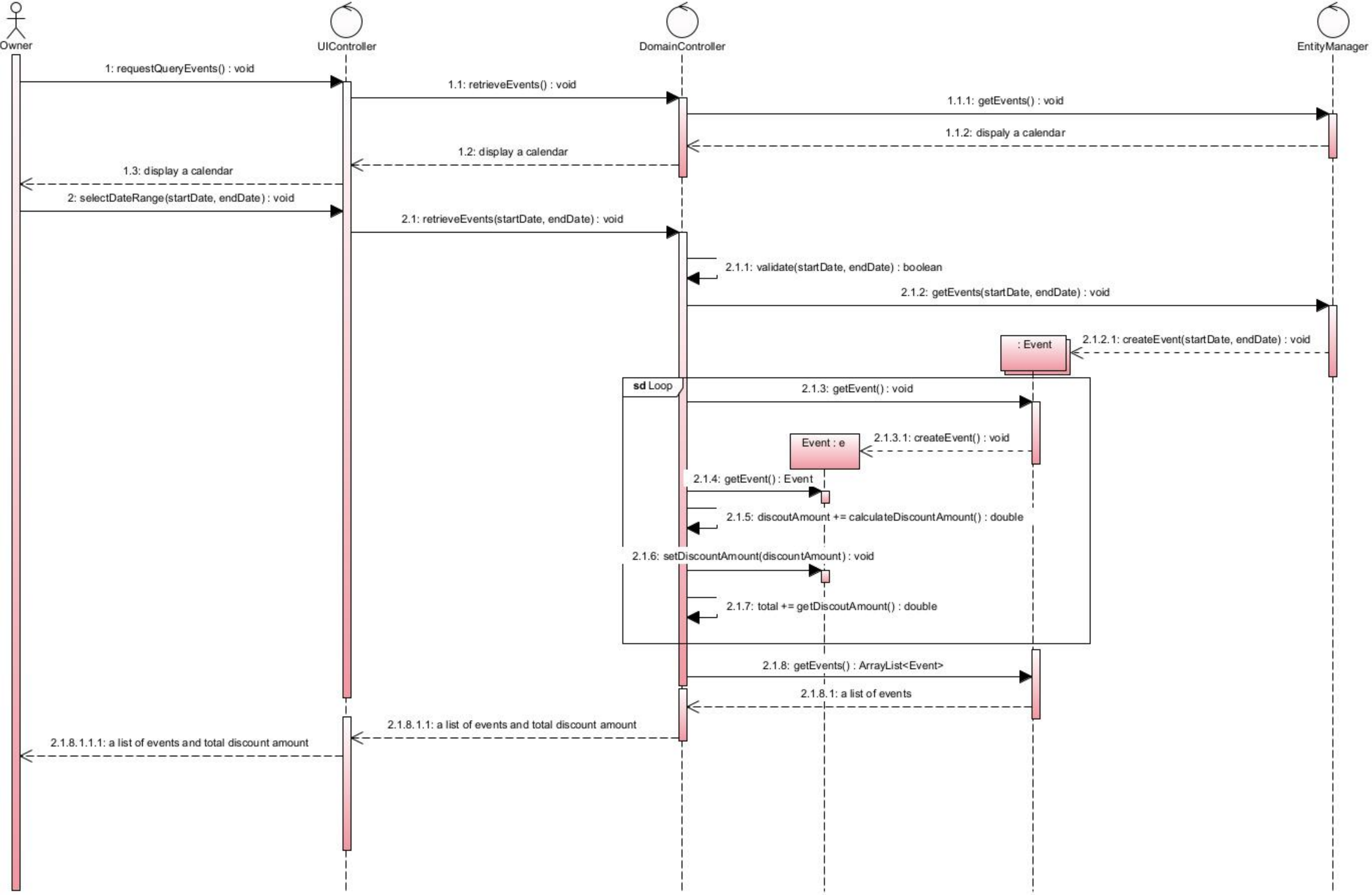
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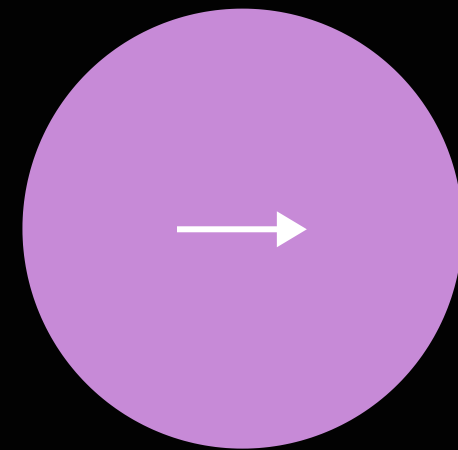


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Any questions?



Dec 12th 2032

Thank you

