ACME Digital technology solutions - Sprint Roadmap

To help ACME Confectionary achieve their goals of increasing customers, revenue, and enabling returning customers to easily buy products regularly, here are some digital technology solutions and features along with a prioritised sprint roadmap:

Digital technology solutions

1. **E-commerce Website/App:** Develop a user-friendly e-commerce website or mobile app where customers can browse, purchase, and reorder products easily.
2. **Customer Accounts**: Implement a customer account system that allows users to create profiles, store payment information securely, and track their order history.
3. **Personalized Recommendations**: Utilise algorithms to provide personalised product recommendations based on past purchases and browsing history, encouraging repeat purchases.
4. **Subscription Service**: Offer a subscription service where customers can subscribe to receive regular deliveries of their favourite products, providing convenience and encouraging loyalty.
5. **Loyalty Program**: Introduce a digital loyalty program where customers earn points for purchases and can redeem them for discounts or free products, incentivizing repeat business.

Prioritised Sprint Roadmap:

1. **Phase 1: E-commerce Website/App Development**
   - Develop a user-friendly e-commerce platform with basic features for browsing and purchasing products.
   - Justification: Launching an online store is the foundation for achieving all other goals. Without it, other features would not be possible.
2. **Phase 2: Customer Accounts**
   - Implement customer account functionality, allowing users to create profiles and store their information securely.
   - Justification: Customer accounts enable personalised experiences, order tracking, and facilitate repeat purchases.
3. **Phase 3: Personalised Recommendations**
   - Introduce personalised product recommendations based on user behaviour and purchase history.
   - Justification: Personalization increases engagement, conversion rates, and customer satisfaction, leading to increased revenue.
4. **Phase 4: Subscription Service**
   - Launch a subscription service option for customers to receive regular deliveries of their favourite products.
   - Justification: Subscription services promote recurring revenue and encourage long-term customer relationships.
5. **Phase 5: Loyalty Program**
   - Implement a digital loyalty program to reward customers for their purchases and encourage repeat business.
   - Justification: Loyalty programs foster customer retention, increase customer lifetime value, and drive revenue growth.

Measurement of Success:

1. **Increased Online Sales:** Monitor sales metrics such as total revenue, average order value, and conversion rates to measure the success of the e-commerce platform.
2. **Customer Engagement:** Track user engagement metrics such as website/app traffic, time spent on site, and repeat purchase rates to gauge the effectiveness of personalised recommendations and loyalty programs.
3. **Subscription Adoption**: Measure the number of subscribers and subscription retention rates to assess the success of the subscription service feature.

Contingency Plan:

If a feature proves to be unsuccessful, it's essential to analyse the reasons behind its failure and adjust accordingly. This may involve gathering feedback from customers, conducting usability testing, and iterating on the feature to address any issues. If necessary, resources can be reallocated to prioritise the development of alternative features that are more likely to achieve the desired outcomes. Additionally, ongoing monitoring and analysis of key metrics will help identify areas for improvement and guide decision-making in future sprints.

Additional features can be implemented that facilitate data collection of specific metrics (e.g. customer engagement) which will assist in contingency planning (examples below).

- **Mobile Ordering and Pickup**: Implement a mobile ordering system that allows customers to place orders through their smartphones and pick them up at the store, reducing wait times and enhancing convenience.
- **Online Reviews and Ratings:** Incorporate a feature for customers to leave reviews and ratings for products, helping to build trust and credibility, and influencing purchasing decisions.
- **Social Media Integration:** Integrate social media platforms with the e-commerce website/app to enable social sharing of products, user-generated content, and promotions, expanding the reach and visibility of the brand.
- **Chatbot Support:** Deploy a chatbot on the website/app to provide instant customer support, answer frequently asked questions, and guide users through the purchasing process, improving customer satisfaction and retention.
- **Inventory Management System**: Implement an inventory management system that tracks stock levels in real-time, alerts staff when inventory is low, and ensures accurate product availability information for customers.
- **Multi-channel Marketing**: Utilise multi-channel marketing strategies such as email campaigns, push notifications, and targeted advertising to engage customers, promote special offers, and drive traffic to the digital store.
- **Data Analytics and Insights:** Collect and analyse customer data to gain insights into purchasing patterns, preferences, and behaviours, informing strategic decision-making and optimization of marketing efforts.