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Inception Report

Introduction

Coffee is much needed in our busy lifestyles today. A little extra caffeine boost can make getting through your busy workday a lot easier. What’s also important is having a good relationship with your customers so they continue to give you business. A great way to grow a business is through some sort of loyalty program, and that is exactly what we decided to do. Customer Loyalty programs have many advantages. Our project is designed to make everyone happy, customers will now have the option to earn extra perks from their purchases, while the business continues to grow from loyal customers.

Vision and Scope

The product vision is part of the overall strategy of the life cycle. We want to create something that will be very beneficial for the business to grow while maintaining customer retention. our vision is to have not just satisfied customers, but happy customers who will continue going to where our rewards are offered.

Business Value

There are many benefits to a loyalty program. If someone has some sort of punch card or loyalty card, they have more reason to shop with that store because of the free offer or perks. This increases the chance of customers returning to your store, giving the business more revenue. word then gets around and customers will tell their family and friends about the benefits, increasing traffic in your store.

Feasibility Studies

We will want to find out if the customer loyalty program is beneficial or worth creating. This is where feasibility studies come into play. A good question to ask first is if we have the technology to do this? A good argument to the answer to this being yes is that customer loyalty programs are fairly simple. You will see them in the majority of retail stores these days. So it is definitely something that will be possible to create. We will have to project the cost of this to make sure it is beneficial to the sales it is projected to increase. We could conduct a small survey using a simple paper punch card for every ten coffees you get a free coffee. From there we could see how many accepted or declined the card to get an idea if the customer base was even interested.

Software Development Methodology

We will be using the agile development methodology. This is a great way of managing a project for software development. We will be working in iterations. This means we will work for a while, then meet up, and plan again. This is highly collaborative methodology between the stakeholders and developers. The meetings will be a lot quicker as opposed to using a waterfall technique. This is beneficial to avoid long drawn out meetings that are less frequent. The difficulties of agile development is that you need good management to keep the team working in this style.

System Functionality

Purpose of the system is to provide a connection between the customer and the coffee shop. The best way to do this by implementing a system that can collect points each time the customer buys a coffee. Each purchase of a coffee provides two points for the customer and once the customer reaches 20 points, he will be able to get a free coffee. This system also allows the Admin to either delete a customer account or add a customer account. The Admin can delete and add different flavor coffee as well.

Use Case Diagram

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Hardware/Software requirement

1. Computer
2. Agile methodology
3. Java programming.

The hardware requirement for this project to be done is computer and a charger. Software methodology that will be used for the project will be an iterative method, Agile due its higher success, productivity rates and lower defect levels. As a programming language, Java will be used to implement the software.