Interview Scenarios – E-Commerce Platform

1. Interview with the General Manager

Location: Executive Office – E-commerce Headquarters

Date: April 14, 2025

Interviewee: Hussein Yasser – General Manager

Interviewer: Abo Elfadl Ramadan – Systems Analyst

Interview Questions

- What are the main objectives you hope the new e-commerce system will achieve?
- What are the biggest challenges you see in current e-commerce operations?
- Are there any departments that require urgent digital transformation?
- How do you currently monitor performance across different departments (sales, delivery, customer support)?
- What reporting features would you like to see in the new system?

Summary

- Emphasized the need for centralized sales and customer service reporting with real-time monitoring.
- Wants seamless integration between departments (sales, inventory, support, delivery).
- Requests automation in generating business performance reports and alerts.
- Stressed on enhancing customer satisfaction, retention, and faster service.

2. Interview with Order Processing Officer

Location: Order Fulfillment Office

Date: April 14, 2025

Interviewee: Omar Abd Elhamid– Order Processing Officer

Interviewer: Abo Elfadl Ramadan – Systems Analyst

Interview Questions

- What is the current order processing workflow?
- What difficulties do you face with the existing system?
- What kind of customer issues arise most frequently?
- Which parts of your job could be simplified through automation?
- What new features would help improve your efficiency?

Summary

- Complained about slow system performance during high-traffic sales periods.
- Suggested a simplified form for fast order processing.
- Proposed viewing customer order history to enable quicker service.
- Requested alerts for low stock or high demand products.

3. Interview with Customer Service Officer

Location: Customer Support Department

Date: April 14, 2025

Interviewee: Fadell Ramadan – Customer Service Officer

Interviewer: Abo Elfadl Ramadan – Systems Analyst

Interview Questions
- What types of customer complaints are most common?
- How do you track and resolve complaints?
- Is the current system efficient for managing customer issues?
- What tools or features would help you provide better service?
- How do you follow up with customers post-resolution?

Summary
- Most complaints involve order delays, payment failures, and product issues.
- Current system lacks ticket tracking and post-resolution follow-up.
- Suggested a ticket-based complaint system with priority levels and auto-responses.
- Requested a real-time dashboard for tracking open/closed complaints.

4. Interview with Inventory Manager

Location: Warehouse Facility

Date: April 14, 2025

Interviewee: Omar Abd Elhamid – Inventory Manager

Interviewer: Abo Elfadl Ramadan – Systems Analyst

Interview Questions
- How is inventory currently tracked and updated?
- Do you face challenges with out-of-stock or overstock scenarios?
- Are system delays affecting inventory visibility or sales?
- What would you like the new system to handle for inventory?
- Is there integration between inventory and sales platforms?

Summary
- Inventory records are often outdated or manually updated.
- Delays in system updates lead to order cancellations and customer frustration.
- Wants an automated inventory management system with real-time updates.
- Requests mobile inventory access and barcode scanning tools.

5. Interview with Frequent Customer

Location: Customer Feedback Lounge

Date: April 14, 2025

Interviewee: Hussein Yasser – Frequent Buyer

Interviewer: Abo Elfadl Ramadan– Systems Analyst

Interview Questions
- How do you usually shop on our platform?
- What do you like or dislike about the current shopping experience?
- Have you experienced any issues while using the platform?
- What would make your experience faster and smoother?
- Are you satisfied with our loyalty program and services?

Summary
- Prefers using mobile for purchases but finds the interface cluttered.
- Wants real-time updates on order status and loyalty rewards.
- Suggested push notifications for flash sales, delivery status, and discounts.
- Enjoys the product selection but expects faster support and easier checkout.