

Chewy is a very well known brand in the United States and they have an established base of customers and a breadth of pet products. Chewy aims to transform the way customers care for their pets, but they have current issues keeping its customers loyal and struggle with engagement, usability and logistics. In order to make the most of our limited capital and resources as well as Chewy's responsibility to their shareholders as a public company, speed and magnitude of the return of investment, resources required (financial and human) in addition to the tech burden on Chewy's development team is considered here in the prioritization framework.

Our framework aims to prioritize increasing customer satisfaction in the hopes of resolving these issues, while still keeping in mind the speed and magnitude of the return on investment and keeping the burden on resources and technology low. This framework allows us to identify ideas that are low cost and bring high value to Chewy which we prioritize early on to fund larger investments down the line.

Quantitative framework findings:

- "Low hanging fruits" were prioritized based on the quantitative analysis

Qualitative changes in feature prioritization:

- Web design features were considered undervalued despite changes in the weighting scale.
- Web design identified as an important improvement based on the CSA (Customer Satisfaction Analysis).
- Fulfillment Centers were also identified as a priority to enhance Chewy's competitiveness against Amazon.
- Ideas that could be bundled together and built upon each other were identified for further consideration.
- **Highlighted features are those chosen to be implemented through the roadmap**

No.	Prioritized No.	Feature	Customer Satisfaction (1-10) (Weight: 1.4)	Speed of ROI (1-10) (Weight: 1)	Magnitude of ROI (1-10) (Weight: 1)	Resources Required (1-10) (Weight: 0.5) (1 is HIGH resources, 10 is LOW resources)	Tech Burden (1-10) (Weight: 0.5) (1 is HIGH burden, 10 is LOW burden)	Total	Comments
21	1	Bundling items/Discounts	9	9	8	6	9	122.472	"Low Hanging Fruit", Acquisition and Retention
15	2	Invest in partnerships with local veterinarians	8	7	8	7	9	98.784	
23	3	In-person or local community Building (Pet Shows, Pet meetups (meet or mate)	9	8	8	6	8	96.768	"Low Hanging Fruit", Retention and Brand Engagement/ Awareness
13	4	Send out random and unexpected Chewy gifts to loyal customers/Customer loyalty program for customer appreciation	9	9	9	4	9	91.854	
24	5	Inventory Management Software for alerts on restocking items	8	9	7	6	8	84.672	Buy
17	6	Partner with PetSmart for in-store experiences with product demos and adoption events	9	7	6	7	9	83.349	
22	7	Increase Automated Fulfillment Centers	10	8	9	2	7	35.28	Long-term; Physical Buildings+Robotic equipments to build automated fulfillment centers, a norm for Chewy. Warehouse workers are required to monitor the operations. (but -50% than manual FC drop ship) and ensure safety of personnel.
7	8	Partner with Rover / Dog walking service	7	5	6	9	8	52.92	
16	9	Partner with Humane Society (New Pet Parents)	9	4	5	9	9	51.03	Acquisition
26	10	Social Marketing campaigns or Influencer ads	6	9	6	5	9	51.03	
5	11	Expand into pet insurance	8	7	7	6	6	49.392	
37	12	Customers want more value and rewards from their purchases, i.e. loyalty or rewards program	9	8	8	4	6	48.384	combine with discounts / bundling, Deepening Relationships with Customers
19	13	Offer Pet party planning services to pet owners	6	6	7	6	9	47.628	
11	14	Create a forum to share pet pictures and share pet stories	8	9	7	5	5	44.1	
34	15	Provide pet plans by creating surveys/questionnaires that address different aspects of a pet. For example, customized regimens (including steps, tools, products) for health, fitness, and behavioral issues. Examples are lose/gain weight, kidney-healthy diet, excessive barking/markings.	7	7	6	5	8	41.16	
33	16	Adding sample products to customer orders	8	6	6	5	8	40.32	Keep customers engaged during website re-design
6	17	Partner with pet hotels/pet friendly hotels	7	5	5	8	8	39.2	
12	18	Allow for uploading pictures of pets that would appear on different pages	7	8	8	5	5	39.2	
39	19	Offer or partner with pet photographers or painters.	6	5	5	8	8	33.6	
31	20	Special free items with every order (handmade toy, sample treat)	7	6	4	6	9	31.752	
20	21	Add an option of Toy of the Month for autoship customers's pets	5	5	6	7	8	29.4	
40	22	Customized pet profiles that help to surface more relevant results	9	8	8	4	3	24.192	
28	23	Website redesign	9	9	7	4	3	23.814	Substantial amount of tech burden to buy software maintain. Consumption of resources in terms of spend, server space to maintain inventory DB.
1	24	Partnerships with local farms and zoos	6	7	2	8	10	23.52	
27	25	Enrollment quiz for incoming prospects/customers (What pet do you have?How much would you spend for your furry friend and so on)	8	4	7	4	7	21.952	
35	26	Add feature to save filters to apply to future searches	8	8	8	3	4	21.504	
30	27	Including other animals apart from cats and dogs in marketing campaigns/assets	7	5	3	8	7	20.58	
3	28	Offer Pet Wellness Retreats	5	5	4	7	8	19.6	
41	29	Offer additional delivery options, i.e. buy and pick up in pet store	7	5	6	5	5	18.375	
9	30	Offer a trial service for health-related issues with a good return policy and free shipping (Try before you buy)	10	3	7	3	8	17.64	
32	31	Chewy needs to provide expert and personalized advice to customers about their specific pet. Customers want advice, answers to their questions, and recommendations about their individual pet(s).	9	4	4	5	7	17.64	
8	32	Expand Chewy branded product line to build trust with customers	7	5	8	2	9	17.64	
4	33	Offer Pet Sitting Services	5	5	4	6	8	16.8	
36	34	Breed-specific recommendations based on user reviews - text mining (i.e. 75% of golden owners love this)	9	7	8	3	3	15.876	Can be under website redesign
29	35	Items for pet gym and robot pet equipments (experiment with new product lines)	4	6	3	7	8	14.112	
25	36	AI enhanced recommendation system for better search	7	6	7	3	7	21.609	Buy for AI, Enhancements for build; Long term after website redesign.
10	37	Introduce a paid subscription model (free shipping, all-inclusive subscription - insurance/pet sitting / etc.)	8	6	9	2	3	9.072	Requires to be built on slowly, will take time
14	38	Place ordering kiosks at partner brick and mortar stores	6	5	5	3	4	6.3	
18	39	Promote fast customer support and correspondence through email, social media, and chatbots	9	5	6	2	3	5.67	Start with email / social media then move to chatbots in the future, to lower burden
2	40	Create pet adoption platform	8	5	8	2	2	4.48	
38	41	Explore virtual reality or augmented reality for seeing how items look on your pet or furniture fit in your room	6	5	5	2	2	2.1	

