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 enagement, 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

					Magnitude of ROI (1-	Resources Required (1- 10) (Weight: 0.5)	Tech Burden (1-10) (Weight: 0.5)					
			Customer Satisfaction (1-	Speed of ROI (1-10)	10)	(1 is HIGH resources, 10	(1 is HIGH burden, 10					
No.	Prioritized No.	Feature	10) (Weight: 1.4)	(Weight: 1)	(Weight: 1)	is LOW resources)	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 fulfilment 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/marking.	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				
		Chewy needs to provide expert and personalized advice to customers about their specific pet. Customers want advice, answers to their				Ů	Ĭ					
32	31	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 Breed-specific recommendations based on user reviews - text mining (i.	5	5	4	6	8	16.8				
36	34	e. 75% of golden owners love this) Items for pet gym and robot pet equipments (experiment with new	9	7	8	3	3	15.876	Can be under website redesign			
29 25	35 36	product lines) Al enhanced recommendation system for better search	4	6	3	7	8	14.112 21.609	Buy for Al, Enhancements for build; Long term after website redesign.			
20	- 30	Introduce a paid subscription model (free shipping, all-inclusive		-				21.000				
10	37	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				

Sizing: Large	; Budget: \$100 Million USD	Strategy Story: Chewy struggles with keeping its customers, losing around 1.4 million dollars, but its active customers are spending more. The overall roadmap aims to increase customer retention, engagement and satisfaction, and acquisition of new customers.																								
framework wo truly transform pets. Currently move the need	ties identified by the prioritization uld push Chewy towards their goals of ning the way pet parents care for their , Chewy lacks the products to truly die for pet parents and therefore are	customer reter holiday seasor improvement.	For Year 1. Chewy is focused on despersing relationships with active customers who are already spending more. Year 1 focuses on features and improvements that are to whanging flut which improve customer relection and allow customers to spend more. Most projects are almost to be done before the busy holiday shapping season. There are also some projects are almost to some projects and almost a some projects and almost a some projects and almost to some projects such as the web-releasing for long-term under the supply chain are almost a some projects and to long-term under the supply chain are almost a some projects and to some projects are almost to some projects are almost to some projects and to some projects are almost to some projects are some projects are almost to some pr															ed on an overhau								
vulnerable to losing customers to competitors. These products and ideas, though they require a large budget, will be transformative for Chewy by forming		Year 1: Low Hanging Fruit & Starting Web Redesign												Year 2: Long Term Plans												
		Q1				Q2			Q3			Q4		Q1		Q2				Q3		Q4				
deep relations	hips with current and new customers.	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC	JAN	FEB	MAR	APR	MAY	
Marketing & P	R Team	Partner with H	umane Society			Social Media M	Marketing Campaign	ns																		
Development Team									Breed-Specific,	Review-Based Re	ecommendations	3														
				Bundling Items	and Discounts				Web Design 1:	Web Design 1: UI/UX, Personalized Profiles			Web Design 2:	Web Design 2: Al Recommendati		on System		r Improved Customer Service		4	Improve SCM for Fulfillment Centers					
Customer Service Team		Loyalty and Ri	Rewards Program			Promote Fast Cust email/social media	omer Support through								Introduce a paid subscription me		del									
Ozzastiana 6 I	Logistics Team					Adding Sample F	roducts to Orders								(free shipping, al	inclusive subscripti	on									
Operations & I	Logistics ream	Increase Automated Fulfillment Centers to improve logistics / delivery												- insurance/pet s	itting / etc.)											
								Black Friday/H	loliday Shopping	Season										Black Friday/C	hristmas Seas	son				
		Strategic Goa	ils																							
		Customer Retention: Keep active customers coming back to Chewy.com and continue to make more purchases																								
			gagement & Satis rs to engage and in																							
		Customer Accustomers.	quisition: To welc	come more first-ti	me Chewy																					