

LameDucks

LameDucks Rewards Management System Vision Document

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Introduction

LameDucks Reward Management System is an android application that will allow the managers of the LameDucks Coffee cart to manage a reward system for their VIP customers. The app can be used by the managers on their Android devices to add/remove customers, manage purchases and pre-orders, and generate daily reports.

Business Needs/Requirements

Currently, LameDucks has no rewards management system in place or a way to track their most loyal customers. In today's competitive market, customers have variety of options where they can buy their coffee and dessert. To stay competitive and increase business revenues, it is necessary to have customers keep coming back to LameDucks.

Loyalty or reward programs are a great way to keep your customers loyal to the brand and offer them incentives to reduce store switching. LameDucks, therefore, needs to put in place a reward management system that would help identify the VIP customers and adequately reward them.

Production / Solution Overview

LameDucks Rewards Management System will be an android application that can be installed on any Android device. The application will be designed specifically for the coffee cart managers who will need to add/remove VIP customers information, add purchases and pre-orders made by these customers and also be able to generate daily reports of the item purchased/pre-ordered on the given day.

The application will create a tiered level system where very heavy buyers can obtain GOLD level status. This is intended to make our customers into frequent buyers and reward them accordingly. The cart manager will be able to see these customers level so they can reward them with free refills.

Major Features

Here, we list some of the major features that the android application will be able to support.

- Manager will be able to add/edit/remove VIP customers from the system.
- Manager will be able to view the level of the customer and their purchases and points accrued in the last 30 days or member lifetime
- Manager will be able to add pre-order information for the desserts
- System will compute the GOLD level of VIP customers
- Manager will be able to generate a daily report of the items purchased or pre-ordered
- (V2) Customer's personal details and purchase history will sync across different LameDucks coffee carts. This will allow customers to buy from any LameDucks carts and have those purchase count towards their GOLD status.

Scope & Limitation

The initial version of the LameDucks Reward Management System for Android will focus on implementing the rewards program and providing the cart managers an ability to manage their VIP customers, and their purchases/pre-orders. The application is not designed for the customers and the customers won't be able to add orders or pre-orders for themselves neither will they have access to install the application. The application is only designed to work on android and will not work on any other mobile systems such as iPhone and Blackberry.

Accessibility

The LameDucks Rewards Management System will be designed to work on all android devices with OS version greater than 4.0. The application will not require Internet access to function but will be necessary to sync the data across carts when that is implemented.