Dear X,

Based on my initial research, I suggest we should focus on pain points in the "awareness" and "order selection" stages of the customer journey.

From my research, my hypothesis is that customer personalization in these two areas will have a greater positive impact on overall revenue by increasing both purchase frequency and size of purchase. For example, in the "awareness" stage, personalized messages can potentially increase customer's top-of-mind awareness and get them to purchase more often. In addition, personalized recommendations during the "order selection" stage could potentially drive higher conversion and increase the ticket size of customers.

If you agree, I will continue to detail out these two features.

Kind regards,

Theo

1 INCREASE PURCHASE

- Behavioural pattern triggers (E.g. Remind customers to purchase favourite drink based on data from purchase history)
- Geo-location targeting (E.g. Alerts on new store opening / new product instore / new promotions in-store / nearby stores)
- Time-based personalized offers (E.g. Remind customers of time lapse since previous purchase)
- Weather-sensitive personalization (E.g. Recommend a hot drink when it is raining or when the weather cold)
- Celebratory greetings / messages (E.g. triggered based on country-specific external events or cross-reference with profile

IMPROVE

Ordering experience

- Mobile feature to pay online and collect in-store (E.g. Have a separate line to collect the drinks)
- Mobile app allows you to reorder your last order or favourite drink

Mobile UI/UX

- Shorten processing from opening of App to online checkout
- Increase app usage time
- Order your drinks in 3 clicks