Final Project Task 1

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Project Task 0

Business

The name of our business is "The 5".

Information System

Our information system is a grocery store application where there will be customer profiles that consist of personal information about the customers and the products that they purchased in the past. Customers can earn points based on the type of and the number of items they purchased, and the points can be redeemed for a price reduction. Through the application, consumers can order groceries online and check the availability of certain products. Customers who utilize the application will also have personalized sales for products based on their purchase history.

There will be two main databases: one for the customer and one for the store. The database for the customers will store customers'

- Names
- Emails
- Birthdates

- Addresses
- Phone Numbers
- Payment Methods

- Points
- Purchase History
- Date of Enrollment

The database for the store will be quite difficult as it will house the stores'

- Number/ID
- Location
- Manager's Name

- Inventory

We hope to add more complex information to these databases as time goes on.

Purpose/Objectives

- Use Birthdate to offer Additional Points/offer like Starbucks
- Email / Phone number for order/receipt confirmations
- Address for delivery purposes
- Payment Methods for checkout and online ordering
- Store Number and Info to correctly locate the information
- Purchase History for specific user that is related to the store info purchased from
- Individual Store inventory
- Be able to **REQUEST** a specific inventory
- Points System including earning and redeeming points
- Split Payment
- Save favorite products for Express orders
- Grocery Lists (also check which products are available and which aren't)
- Personal or Tax Expense option
- Monthly/running expense and/or savings
- Coupons (different to each store)

Final Project Task 1

Group Name: The 5?
Pick a business: Independent Software Development Firm
What is your business name? The Five Group
Logo? *In progress*
Define your company business profile?

- **Mission:** "To uplift businesses by creating easy-to-use software that improves productivity, customer retention and security."
- **Functions:** To develop software for businesses, to communicate with business about their company's functions and needs
- **Organization:** Professor Lateef -> The Five Group
- **Products:** Personalized software for businesses
- **Services:** Customer service, on-call technical assistance
- **Customers:** Businesses
- **Suppliers:** Microsoft, Apple, Python, SQL
- **Competitors:** Other Software Companies
- **Constraints:** Money, knowledge, time, skills, and Professor Lateef
- **Future direction:** App development/services

SWOT analysis, answer the following questions?

- What are our strengths, and how can we use them to achieve our business goals?
  Our major strength is that our service has tailored recommendations for each individual customer based on an algorithm that analyzes their grocery habits and gives them deals they would (or should) take advantage of.
- What are our weaknesses, and how can we reduce or eliminate them?
  We're broke college students with a lack of resources/experience.
- What are our opportunities, and how do we plan to take advantage of them?
  We're a start-up and it's all up from here, low floor-high ceiling.
- What are our threats, and how can we assess, manage, and respond to the possible risks?
  Our major threat is other software firms, they could potentially steal our software or undercut our rates because we're inexperienced and don't know the industry well.

What is your project business case?

- The business case should answer questions such as the following:
  - Why are we doing this project?
    To provide Homify with software designed to enhance the customer experience of their stores.
  - What is the project about?

To create a shopper's rewards program and store user data in databases to create a better experience for shoppers as well as the Homify itself.

- How does this solution address key business issues?
  The project will increase in-store efficiency, customer satisfaction, provide more accurate store/inventory data, and to increase revenue.
- How much will it cost and how long will it take?
  We would negotiate a price based on the company's needs and any modifications/updates we would need to make
- Will we suffer a productivity loss during the transition?
  No, ignoring the process of training on the new software, the transition will be seamless and there's no step in the implementation process that requires business to halt.
- What is the return on investment and payback period?
  A return on investment will be reached when the total increase in revenue from the project surpasses the cost of the software.
- What are the risks of doing the project? What are the risks of *not* doing the project?
  The major risk that we fear is that of a data breach. We value our customers' privacy and fear their information being sold to another entity. The risks of not completing this project would mean a loss of potential revenue generated by implementing this new software for Homify.
- How will we measure success?
  We measure success by polling users on their thoughts on the project and by analyzing revenue before and after the implementation.
- What alternatives exist?
  Many other grocery stores have similar software.

Measure your project priority:
- Will the proposed system reduce costs? Where? When? How? How much?
  It won't reduce costs, but it'll increase revenue overall by making processes more efficient and increasing customer satisfaction.
- Will the system increase revenue for the company? Where? When? How? How much?
  By making business and logistic processes more efficient, profit can be made more efficiently.
- Will the systems project result in more information or produce better results? How? Are the results measurable?
  The systems project will store user data and use it to enhance the grocery shopping process for customers. The results are measurable because better results is an increased number of customers.
- Will the system serve customers better?
  Yes 😊

- Will the system serve the organization better?
  Yes

- Can the project be implemented in a reasonable time period? How long will the results last?
  Yes, it would just need to be installed on company systems and it would be operational. The results will last if the software is updated regularly, and Homify and the customers are still using it.
- Are the necessary financial, human, and technical resources available?
  Yes, the system wouldn't take much human interaction other than programming bar codes into the system to store products for inventory, and the financial/technical resources that the grocery store already has will suffice.

Top 5-7 Features
1. Award points purchases that can be redeemed in store for discounts
2. Track inventories live in the app
3. Reward personalized discounts on frequently bought products
4. Offer mobile payment option/contactless payment
5. Stores individual purchase history for each customer as user data in a database
6. Notify customers when their order is placed
7. Notify customers when an item in their watchlist is in stock

Future Upgrade
- Bot asks you if you want to order this item, if it's out of stock.