



CONESTOGA

Connect Life and Learning

Assignment – 4

Team	4 – Loblaws (alias used - Loblyst)
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Section	08
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1. As-is process flows

The As-is process flow for Loblyst's e-commerce platform outlines the customer's current journey when using the platform. It covers steps from signing in, browsing, and selecting products to choosing a fulfillment option like pickup or delivery. The flow also includes interactions with store employees, delivery drivers, and customer support for order fulfillment and issue resolution (Loblaws, 2024, p. 1).

Explanation of Actors and Their Roles:

- **Customer:** Initiates the journey by browsing, placing orders, and engaging with the fulfillment and delivery process.
- **Admin:** Manages the digital experience, processes orders, handles payments, and communicates with customers.
- **Store Employees:** Fulfill orders, handle substitutions, and assist with curbside pickup or in-store pickups.
- **Fulfillment System:** Coordinates order processing, stock checks, and fulfillment preparation.
- **Delivery Drivers:** Transport and deliver orders to customers.
- **Customer Support:** Addresses post-purchase inquiries, handles issues, and provides refunds or replacements if necessary.

This **high-level summary** captures the core interactions for each actor involved in the customer journey:

1. Customer Browsing & Product Selection

- Browse products, Add to cart, Search/filter, Inventory check

2. Cart Review & Checkout

- Review cart, apply discounts, Choose fulfillment, Payment

3. Order Processing & Fulfilment Preparation

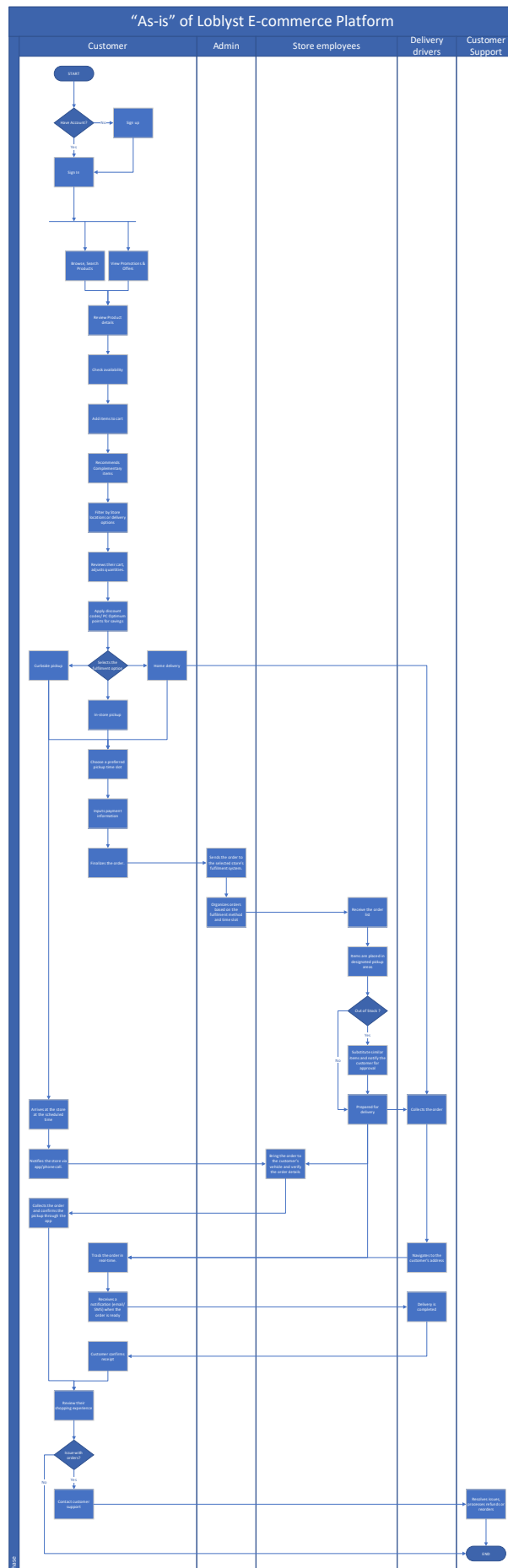
- Order sent, Item picking, Substitutions, Packing

4. Order Ready for Pickup or Delivery

- Arrival notification, Pickup time, Curbside/in-store, Order verification
- Driver assigned, Tracking, Delivery window, Order confirmation

5. Post-Order Feedback & Customer Support

- Feedback request, Rate experience, Support contact, Issue resolution



Conclusion

The As-is process flow for Loblyst's e-commerce platform reflects a structured, multi-actor journey, efficiently guiding customers from product selection to order fulfillment. However, it reveals areas where operational delays, like stock unavailability and manual substitutions, may impact customer experience. Streamlining these steps could enhance efficiency and reduce friction for both customers and staff.

2. Updated RACI Matrix

The RACI Matrix is a project management tool used to assign roles and responsibilities to team members involved in a project. It defines who is Responsible (R), Accountable (A), Consulted (C), and Informed (I) for each task or activity. This clear allocation of duties helps streamline communication, prevent confusion, and ensure efficient project execution.

Tasks/Activities	Project Manager (PM)	Business Analyst (BA)	Technical Lead	Developers	QA Tester	Subject Matter Expert (SME)	Stakeholders
Problem Identification	A/R	R	I	I	I	C	C
Requirements Gathering	C	A/R	I	I	I	C	C
Solution Design	A	C	A/R	I	I	C	I
Technical Feasibility Analysis	I	C	A/R	I	I	C	I
Development of Solution	I	I	R	A/R	I	C	I
Prototype Testing	I	I	C	R	A/R	C	I
Final Solution Implementation	A/R	C	R	R	I	I	I
Testing and Quality Assurance	I	I	C	I	A/R	I	I
Stakeholder Review and Approval	A	C	I	I	I	C	A/R
Solution Deployment	A/R	C	R	R	I	I	I
User Training & Support	C	C	I	I	I	A/R	I
Post-Implementation Review	A/R	C	I	I	I	C	A/R

The RACI Matrix is an effective framework that ensures clarity in roles and responsibilities within a project. By defining who is accountable, responsible, consulted, and informed, it minimizes misunderstandings and improves project management efficiency. Ultimately, it fosters collaboration and accountability, leading to smoother project execution and successful outcomes.

References

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