



CONESTOGA

Connect Life and Learning

Assignment – 3

Team	4 – Loblaws (alias used - Loblyst)
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1. RFI

The following section presents a set of Request for Information (RFI) questions for the Loblyst E-commerce Platform Project, accompanied by potential answers. These questions are designed to gather further insights from stakeholders to support the development of a comprehensive solution. The questions are categorized into the following 14 areas: People-Related Queries, Database-Related Queries, System-Related Queries, Procedural Concerns, Business Challenges, Potential Project Scope, System Integration, Security and Compliance, Mobile Platform Optimization, PC Optimum Integration, Performance Benchmarking, Order Fulfilment Scalability, UI/UX Design Enhancements, and Customer Support and Engagement (Conestoga College, 2024b, p. 14).

RFI Questions and Sample Answers:

1. Who are the key stakeholders involved in the decision-making process for the platform enhancement?

Key stakeholders include the Loblyst Management Team, IT team, and representatives from customer service, logistics, and marketing.

2. What is the level of technical expertise available internally for supporting the platform's integration and maintenance?

The IT team has experience with system integrations, but additional support may be required for advanced SEO and scalability improvements.

3. What database management system is currently in use for Loblyst's inventory and customer data?

We use a combination of Oracle for inventory management and a custom CRM solution for customer data.

4. Are there any constraints or limitations regarding database scalability as the platform expands beyond GTA?

Yes, the current infrastructure is optimized for regional traffic. Scaling beyond GTA will require additional database optimization and server capacity.

5. What are the current issues related to system performance (e.g., slow load times, downtime)?

System performance issues are primarily due to outdated servers and heavy load during peak hours. Load times exceed 11 seconds during high traffic.

6. Is there a plan to integrate third-party tools for payment, customer reviews, or product recommendation systems?

Yes, we are considering integrating third-party payment gateways and exploring product recommendation tools to enhance user experience.

7. How is order fulfilment currently managed, and what challenges have you faced?

Order fulfilment is managed internally, but challenges include delayed shipments and communication gaps between logistics and inventory.

8. Are there any standard operating procedures (SOPs) in place for managing high-volume orders during peak seasons?

Yes, we have SOPs for inventory restocking and logistics, but they are not optimized for high-volume orders beyond the GTA.

9. What are the top priorities for improving customer satisfaction based on recent feedback?

Customers have reported dissatisfaction with slow website performance, limited product availability, and lack of delivery options outside the GTA.

10. What budgetary constraints are you facing for implementing the proposed enhancements?

The budget for this project is moderate, with a focus on improving core functionalities like UI/UX, performance, and scalability. Advanced features may require phased implementation.

11. What regions are you planning to expand to beyond the GTA, and what challenges do you anticipate?

We are looking to expand to the Kitchener-Waterloo-Cambridge (KWC) area. Challenges include setting up logistics, managing inventory, and increasing marketing efforts in the new regions.

12. How do you plan to measure the success of the platform post-launch?

Success will be measured through KPIs such as reduced load times (target of 3-5 seconds), increased conversion rates, higher customer satisfaction scores, and the geographical spread of orders.

13. Are there any existing integrations with third-party logistics providers? If so, how are they managed?

Currently, we have basic integration with one logistics provider for local deliveries. Expanding to new regions will require additional logistics providers and API integration for seamless order tracking.

14. What security measures are currently in place to protect customer data, and will additional measures be needed for the expansion?

We use standard encryption and two-factor authentication for customer data protection. For expansion, we may need to review compliance with regional data protection laws like PIPEDA and GDPR.

15. How much of your customer base accesses the platform via mobile devices, and are there any reported issues with mobile usability?

Approximately 75% of our customers access the platform via mobile devices. Reported issues include slow page load times and difficulty in navigating the product catalog on mobile.

16. How does the existing PC Optimum loyalty program function within the platform, and are there any challenges with its integration?

The PC Optimum program is integrated for point accumulation and redemption. However, some customers have reported issues with points not syncing during checkout, especially when using guest checkout.

17. What benchmarks are you using to measure the current website performance (e.g., load time, uptime)?

We currently measure load times, aiming for 5-7 seconds, and monitor uptime, which stands at 99.5%. We aim to improve load times to 3-5 seconds and maintain 99.9% uptime.

18. How scalable is your current order fulfilment process, and what adjustments will be required to support expansion beyond the GTA?

The current fulfilment process can handle up to 10,000 orders per week. To support expansion, we will need additional warehouse space, optimized inventory management, and enhanced logistics support.

19. What specific UI/UX issues have been identified by users, and how do you plan to address them in the new design?

Users have reported difficulty finding products and a cluttered checkout process. We plan to implement a cleaner design, more intuitive navigation, and a simplified checkout with fewer steps.

20. What customer support channels are currently available, and will any new support systems be introduced with the platform expansion?

Currently, we offer email and phone support. As we expand, we plan to introduce live chat and a self-service portal for quicker issue resolution.

2. Business requirements

Here is a complete set of business objectives for Loblyst's e-commerce platform following the **[Action] + [Measure] + [Timeframe]** format: (Conestoga College, 2024a, p. 18)

ID	Statement
BO-01	Increase the conversion rate by 15% within 6 months of launching the new e-commerce platform.
BO-02	Reduce cart abandonment rate by 20% within 8 months of implementing user-friendly checkout enhancements.
BO-03	Increase customer satisfaction by 25% within 12 months of improving the website's user interface and performance.
BO-04	Increase mobile transactions by 30% within 10 months by optimizing the mobile platform experience.
BO-05	Reduce support tickets related to checkout issues by 50% within 9 months of streamlining the payment process.
BO-06	Increase repeat purchase rate by 18% within 1 year by implementing personalized recommendations for returning users.
BO-07	Increase average order value (AOV) by 10% within 7 months through targeted upselling and cross-selling strategies.
BO-08	Achieve 40% growth in new user registrations within 6 months by launching an integrated marketing campaign.

2.1 Success Metrics

The success metrics follow the format **[Action] + [Measure] + [Incremental Timeframe]**. (Conestoga College, 2024a, p. 23)

ID	Statement
SM-01	Increase the conversion rate by 3% monthly for the first 5 months after launch.
SM-02	Reduce the cart abandonment rate by 5% quarterly over the 8-month period.
SM-03	Increase customer satisfaction ratings by 2% monthly for 12 months after the UI improvements.
SM-04	Increase mobile transactions by 3% every 2 months until the 10-month target is reached.
SM-05	Reduce support tickets related to checkout by 6% monthly for 9 months.
SM-06	Increase repeat purchase rate by 1.5% quarterly over 12 months.
SM-07	Increase average order value (AOV) by 1.5% monthly for 6 months until the 7-month target is met.
SM-08	Increase new user registrations by 8% monthly over the 6-month period.

2.2 Business Risks

Here are some generalized business risks statements associated with Loblyst's e-commerce platform, formatted using the "If/then" structure: (Conestoga College, 2024a, p. 27)

ID	Statement
BR-01	If the e-commerce platform undergoes insufficient testing before launch, then critical bugs may arise, leading to a poor user experience and potential revenue loss.
BR-02	If the company fails to comply with data protection regulations, then it may face legal penalties and damage to its reputation.
BR-03	If the payment processing system experiences frequent outages, then customers may abandon their purchases, resulting in lost sales.
BR-04	If customer feedback is not collected and addressed, then satisfaction levels may decline, leading to reduced customer loyalty and retention.
BR-05	If marketing efforts do not effectively target the intended audience, then the campaign may fail to attract new customers, hindering growth.
BR-06	If inventory management is not optimized, then stockouts or overstock situations may occur, affecting sales and increasing carrying costs.
BR-07	If the website's performance is not monitored regularly, then slow load times may deter customers, negatively impacting conversion rates.
BR-08	If competitors implement more attractive offers or features, then Loblyst may lose market share, affecting its revenue potential.

2.3 Assumptions

Here are the assumptions for Loblyst's e-commerce platform: (Conestoga College, 2024a, p. 31)

ID	Statement
AS-01	The average monthly traffic to the e-commerce platform will be 500,000 visitors after launch.
AS-02	The conversion rate will increase to at least 5% within 6 months of the new platform launch.
AS-03	Customer feedback will be collected from at least 30% of transactions to gauge satisfaction levels.
AS-04	The marketing campaign will effectively reach the target demographic, resulting in an increase of 10,000 new users per month post-launch.
AS-05	Technical support will be available to resolve any issues within 2 hours of reported problems, ensuring minimal downtime.

2.4 Dependencies

Here are the dependencies for Loblyst's e-commerce platform: (Conestoga College, 2024a, p. 35)

ID	Statement
DE-01	The e-commerce platform's success is dependent on the reliability of the payment processing system to ensure smooth transactions.
DE-02	The performance of the mobile-optimized site is dependent on the availability of resources for testing and optimization prior to launch.
DE-03	The platform's user interface improvements are dependent on the completion of user experience research before development begins.
DE-04	The marketing campaign is dependent on the timely availability of budget for advertising and promotional activities.
DE-05	The integration of the loyalty program is dependent on the current customer database being accurate and up to date.

References

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