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| **Research Proposal Form** | | |
| **Student name: Agung Yuda Pratama** | | |
| **Student ID: BDSE07-0922-076/STTB** | | |
| **Centre name: EduClaaS** | | |
| **Mentor: Arvinder Kaur** | | |
| **Unit:** 13 Computing Research Project | | |
| **Date: 30th Aug 2023** | | |
| **PROPOSED TITLE: Retail Revitalization: Improving Customer Experience For Jumpstart in the Post-Covid Era** | | |
| **Section One: Objective, responsibilities** | | |
| **Objectives:**   1. **Enhance Customer Satisfaction:** The primary objective is to increase customer satisfaction by providing a seamless, personalized, and engaging shopping experience across all touchpoints. By that point, The Author will make the E-commerce website. So, the E-commerce website can reach out to the customer wherever the customer is and be unrestricted by time. It can accessed within 24 hours. 2. **Increase Customer Loyalty:** By enhancing the customer experience, the project aims to strengthen customer loyalty, encourage repeat purchases, and foster long-term brand relationships. In specific areas, we will add promo, discounts, and free delivery on the E-Commerce website. 3. **Drive Revenue Growth:** Improved customer experience leads to increased sales and conversions. The project aims to contribute to the overall revenue growth of the Jumpstart retail chain. 4. **Optimize Operational Efficiency:** Technology solutions and process automation should optimize operational efficiency, reducing manual tasks and minimizing errors.   **Responsibilities:**  **Project Planning and Strategy:**   * Develop a comprehensive project plan outlining objectives, scope, timeline, and resource requirements. * Create a strategy that aligns with Jumpstart's business goals, emphasizing customer-centricity and technological innovation.   **Stakeholder Management:**   * Identify stakeholders, including senior management, IT teams, marketing, and customer support. * Monitor stakeholders frequently to verify alignment, collect input, and handle issues.   **Team Coordination:**   * Assemble a cross-functional team with technology, marketing, design, and operations expertise. * Assign roles and responsibilities and facilitate effective collaboration among team members. * It ensures effective communication and collaboration throughout the project lifecycle.   **Resource Allocation:**   * Allocate resources, budget, personnel, and technology infrastructure according to project needs. * Ensure resources are optimally utilized to achieve project goals.   **Risk Management:**   * Identify potential risks and challenges related to technology implementation, customer adoption, and unforeseen disruptions. * Develop risk mitigation strategies and contingency plans to address these challenges proactively.   **Project Execution and Monitoring:**   * Supervise the implementation of technology solutions, process automation, and customer experience improvements. * Monitor project progress, track milestones, and address any deviations from the plan.   **Quality Assurance:**   * Establish quality standards for customer experience enhancements, ensuring consistent and reliable outcomes. * Conduct regular testing and validation to confirm that the implemented solutions meet or exceed expectations.   **Evaluation and Communication:**   * Provide regular project status updates to senior management and stakeholders. * Assess the effectiveness of the implemented initiatives. * Communicate project milestones, successes, and challenges and present actionable insights derived from data analysis. * We analyze the results and generate comprehensive reports for decision-making and future improvements. | | |
| **Section Two: Reasons for choosing this research project** | | |
| **Enlist Assumptions:**   1. **Technology Assumptions:** Technology assumptions are the hardware, software, apps, or frameworks the project team may require throughout the project's stages.    * 1. **Hardware**:  * Processor: Dual Core 2.8 GHz * Ram: 4GB * Storage: 50GB   + 1. **Software**: * Windows 10 / 11 * CMS (WordPress)   + 1. **Framework** * Woo Commerce * Elementor * Yoast SEO * Formidable * Chaty, Tidio  1. **Facility Assumptions:** Facility assumptions regarding the potential locations for project production. Another facility assumption may be the office area where the team can work and arrange information.    * 1. **Tools:** Google Form (Questionnaire) 2. **Design Assumptions:** Design assumptions regarding the many design methods or tools a team may employ when working on a project. Another design assumption is that the team can employ the project-specific requirements of the company's existing design software.   The Author will make the E-Commerce website to reach out to the customer. E-Commerce must have :   * + 1. Responsive Design     2. Interactive Product Presentation     3. Consistent UI Design   **Need of Solution:**   1. Enhanced Customer Loyalty: Improving the customer experience is vital for sustaining and increasing customer loyalty in a highly competitive market. 2. Operational Efficiency: A seamless and technology-driven customer experience can improve operational efficiency. 3. Increased Revenue: A better customer experience directly impacts customer spending and, by extension, company revenue. 4. Adapt to Market Changes: Post-COVID, the retail landscape has undergone rapid digital transformation, making it essential for businesses to adapt for continued relevance. | | |
| **Section Three: Literature Sources Searched** | | |
| **Journal article:**   1. Jacks, T., (2021). Research on Remote Work in the Era of COVID-19. *Journal of Global Information Technology Management*, [online] 24(2), 93–97. Available at: <https://www.tandfonline.com/doi/full/10.1080/1097198X.2021.1914500> [Accessed 27 August 2023]. 2. Bolton, Ruth N., et al. (2020). "Customer Experience Challenges: Bringing Together Digital, Physical and Social Realms." Journal of Service Management. 3. Verhoef, Peter C., et al. (2019). "Digital Transformation: A Multidisciplinary Reflection and Research Agenda." Journal of Business Research. 4. Sigala, M. (2020). "Tourism and COVID-19: Impacts and Implications for Advancing and Resetting Industry and Research." Journal of Business Research. 5. Yi, Y., & Hoseong Jeon. (2018). "Effects of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty." Journal of the Academy of Marketing Science. 6. Birch-Jensen, A., Gremyr, I., Hallencreutz, J., & Rönnbäck, Å. (2018). Use of customer satisfaction measurements to drive improvements. Total Quality Management & Business Excellence, DOI: 10.1080/14783363.2018.1436404. <https://doi.org/10.1080/14783363.2018.1436404> [Accessed 27 August 2023]. | | |
| **Section Four: Activities and timescales** | | |
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| **Milestone one: Research Proposal** | | |
| **Target date (set by tutor): 30 August 2023** | | |
| **Milestone Two: Project Implementation** | | |
| **Target date (set by tutor): 30 August 2023** | | |
| * **Primary Research**   **1. Survey:**  Conducting surveys can provide valuable insights into customer preferences and behaviours. By designing well-structured questionnaires and collecting responses from a representative sample, we can gather quantitative data on customer opinions and expectations about their shopping experience.   * **Secondary Research**   **1. Umbrella Method:**  The umbrella method involves collecting and analyzing data from various sources to overview a particular subject comprehensively. This method is a cross between kanban and agile. This approach is suitable for compiling data from different studies, reports, and references to conclude customer experience trends and practices.  **2. Literature Review:**  A literature review examines academic and industry literature to identify relevant studies, trends, and best practices. It provides a foundation for understanding the current state of customer experience enhancement strategies and can guide the development of informed recommendations. | | |
| **Comments and agreement from tutor:** | | |
| I confirm that the project is not work that has been or will be submitted for another qualification and is appropriate**.** | | |
| **Agreed:** | **Name:** | **Date: 30 August 2023** |
| **Comments and agreement from the project proposal checker (if applicable):** | | |
| I confirm that the project is appropriate. | | |
| **Agreed:** | **Name:** | **Date: 30 August 2023** |