CS IA Proposal

1. What is the name of the potential client?

The name of the client is Aiza David

2. How do you know the potential client?

I know the client as she runs a Sari-Sari store I helped fund, run, and manage

3. Is the potential client 18 years old or older?

Yes

4. What does the potential client do (occupation)?

She is a Sari-Sari store owner (business owner)

5. Can you contact the potential client easily? What is the method of communication? (face to face, phone , email, etc.)

Yes I have her phone number on Viber

6. Is the client planning to move to a different city or leave the job? This might affect your project as it is a yearlong process and you need to make sure that you have contact with your client all the time.

Nope

7. Describe the problem or scenario that the potential client is facing.

Being a Sari-Sari store with limited manpower/resources, it is very difficult to keep track of customer data and interact with customers beyond just daily visits. Although a community-powered business, the relationship with said community could be stronger. One specific problem that Aiza faces is the fact that the Sari-Sari store often creates promotions for loyal customers, yet, how can she inform her customers and track the amount of money spent over time?

8. Describe the current situation with the potential client when it comes to how he/she is currently dealing with it.

Currently Aiza merely just uses posters on the wall of her store and through word of mouth in order to announce these special deals, however, many who hear them forget or are already there to buy something, which means these deals do not incentivize new customers. Aiza tracks the loyalty of each customer through a sticker system, where every 50 pesos is a sticker, and with enough stickers they can exchange for prizes. This is currently inefficient as over time stickers may be lost and if they find similar sticker manufacturers "fake loyalty" could occur.

9. Did the client specifically identified a desired IT solution? If yes, state the solution, if no, state your suggested IT solution to solve that client's problem.

One of the largest revenue generators within the business is selling mobile loads. By purchasing the load on Aiza's phone, she can transfer the load for a price to customers (as many have phones, but not bank accounts). From this, I have learned that there is a large % of the population who has phones therefore a technological solution is optimal. The solution to this problem would be an app for the store. This app would include a basic login and database. From the client side, it will send out promotions and will allow customers to register each of their purchases with verification from the admin/Aiza (typically at the cash register). From an admin side, it could search for any customer and

sort each customer alphabetically, or by who are the biggest spenders. For the admin it will also allow Aiza to look and verify whether or not a specific customer has qualified for a loyalty reward.