Cushon

Recruitment Scenario

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Preface

My approach to the scenario

- I have been approached the leadership team to come up with a plan by the end of the day
- To be delivered by either an individual or team depending on availability
- I have focused on expanding out the requirement such that it can be worked on by multiple people (not just engineering) to rapidly iterate at an early stage.
- I feel it is important from experience to focus on confirming “understanding” of the problem quickly, to avoid wasting time and effort building features that are not necessary.
- I will aim to finish in six hours to meet the end of the day requirement

Management Summary

Proposal

- A short one sprint long PoC to qualify the requirements
- Reach a Go / No Go decision quickly at the end of the sprint
- Resolve any missing / misunderstood requirements
- Deliver a “something in the hand” prototype that works on the desired devices
- Provide a high-level next step plan, if Go decision made

Personas

Potential customers personas to guide understanding

- Jack (25)
  - Works in socials as an influencer, has a good income, but it is inconsistent.
  - Travels the world for content, owns a MacBook Air 13”, IPhone 16 and various cameras
  - Self-employed and financially immature
- Emma (45)
  - Works as a manager at a large clothing retail provider
  - Has a busy life with family requirements. Prone to doom scrolling when tired and lives on her phone, a Samsung A54
  - Financially savvy, but has never considered ISAs
- Michael (65)
  - Recently retired ex-teacher
  - Has poor IT skills, but like to think he is good. Uses a phone badly, has a five year old Windows PC and a printer (he likes a hard copy)
  - He has a good pension and wants to maximise savings for the grandchildren

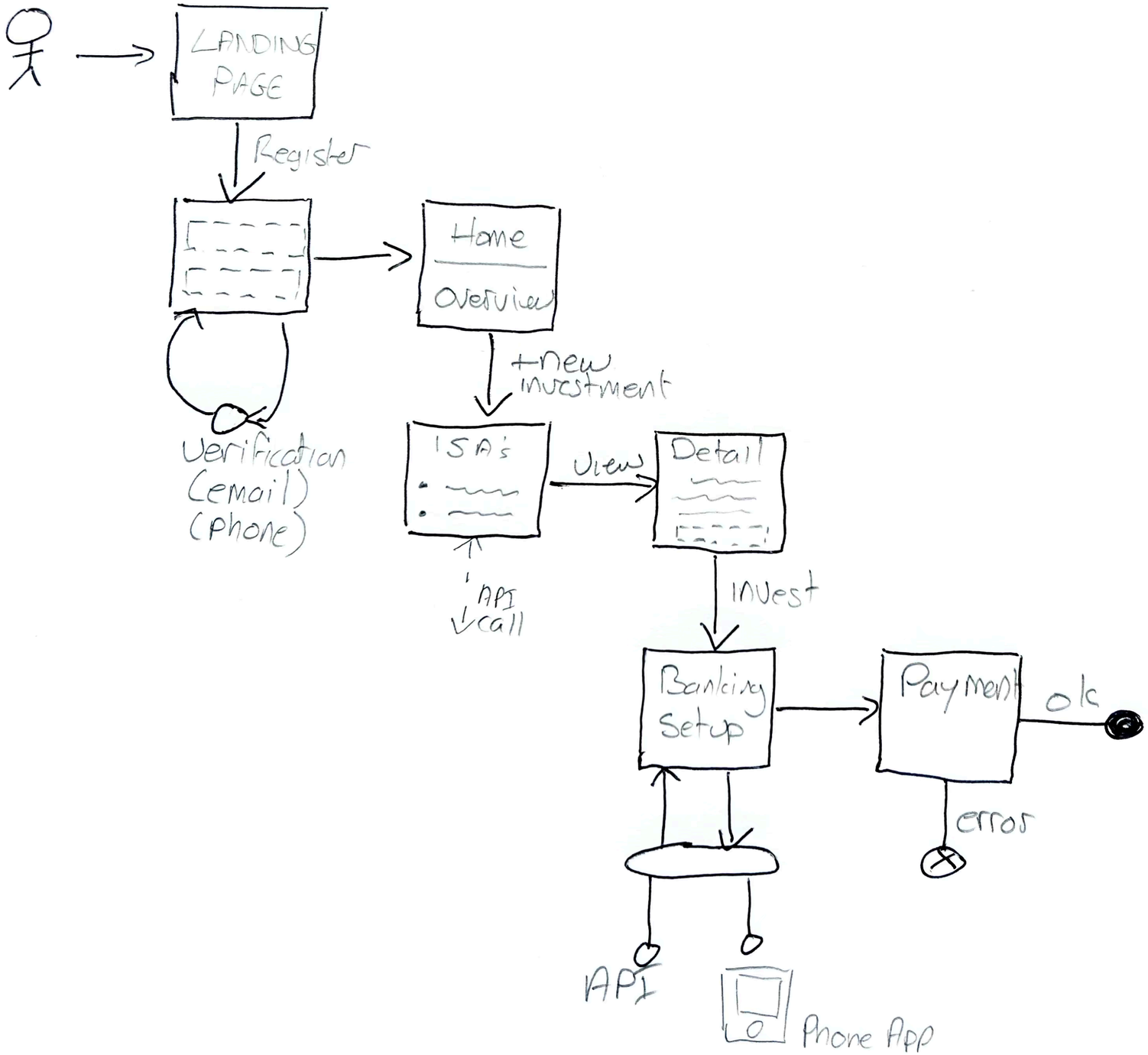
User Stories

Potential users stories to guide development

- JACK
  - Jack clicks on a link for Cushon and navigates to the website on his iPhone.
  - Jack likes what he sees, signs up using his email account.
  - Jack selects an ISA and connects payment to to invest to a banking App on his phone
  - Jack completes the process without problem.
- EMMA
  - Emma spots an advert on socials and follows it.
  - Emma registers easily using her email account.
  - Emma is interrupted by children and doesn’t complete the ISA selection
  - The account is open, but incomplete.
- MICHAEL
  - Michael found an advert in the financial section of the Times and fires up his desktop computer.
  - Michael struggles to signup with his email, he cannot verify email.
  - Michael eventually selects a ISA and makes a £25,000 payment using a credit card
  - Michael prints out hardcopies of everything and closes his computer down.

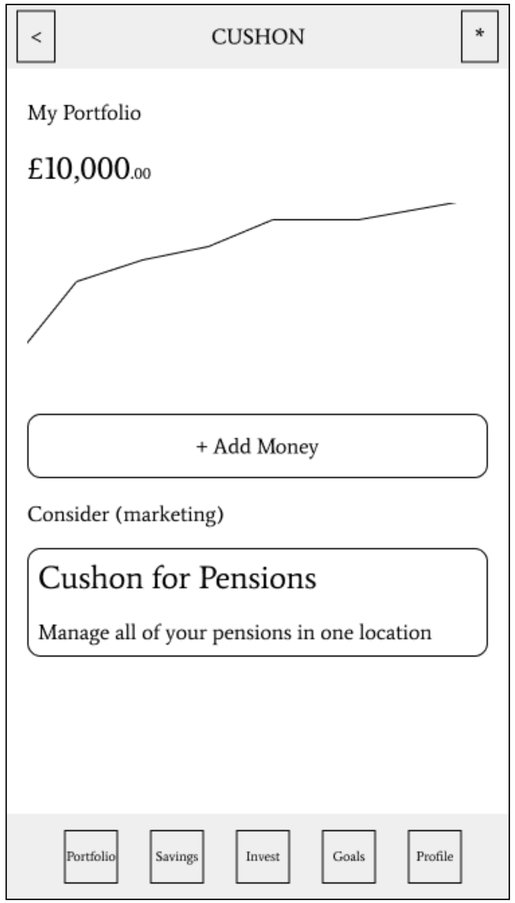
Flow

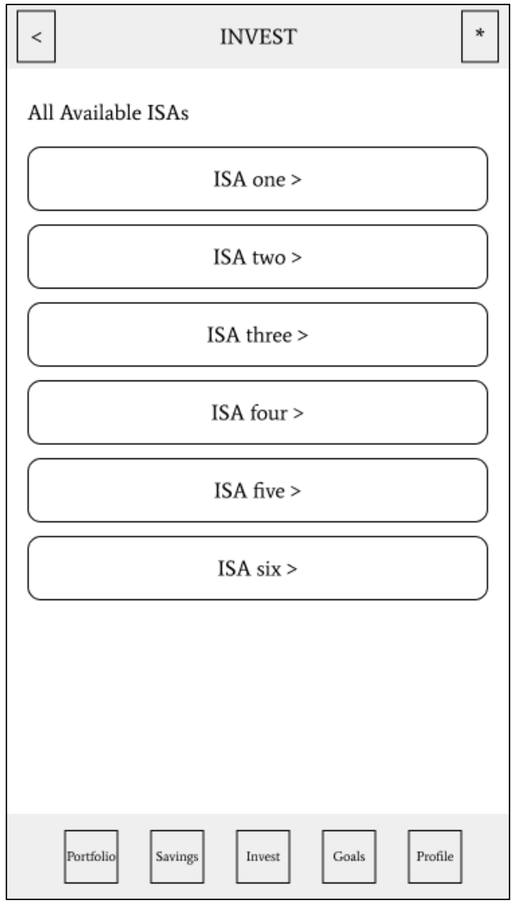
Happy Path

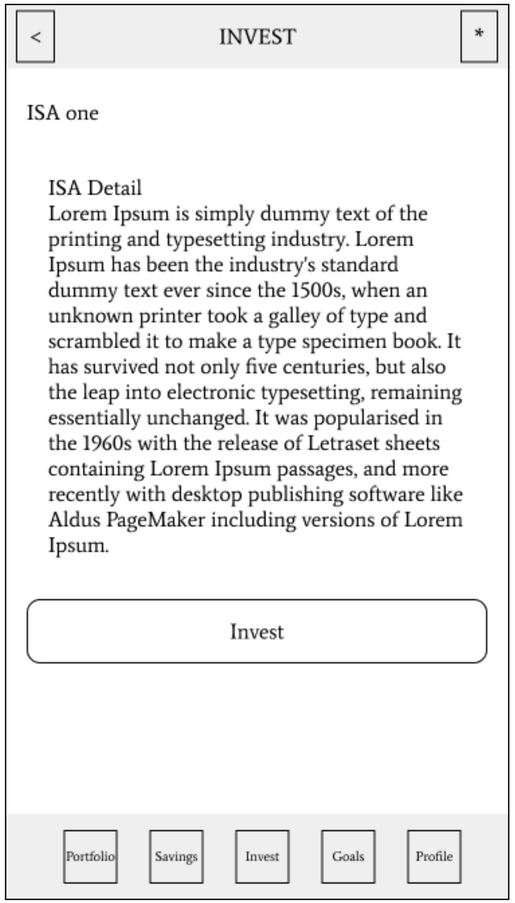


Layouts

PoC Mobile high-level layouts







Data

Potential Data Structures

Event Store (TimeSeries)

- Event
- Time
- Type
- Value

Supported Events include: -

Login, Logout, Invest amount,

New investment, new product

(Primarily this could be used for marketing to link actions of customers in the App to prompts, such as campaigns, emails, adverts etc)

Operational Store

(RDMS/OOD)

- User
  - Id
  - Forename
  - Surname
  - DoB
  - Phone
  - Email

- Addresses
  - Id
  - User_Id (foreign)
  - Address 1
  - Address 1
  - Address 1
  - Postcode

Allows for multiple Investments

- Investments
  - Id
  - User_Id (foreign)
  - ISA_Desc
  - ISA_Id
  - Current_Value
  - Current_Assets

- Transactions
  - Id
  - Investment_Id (foreign)
  - Amount
  - Date

Prototype

Basic technical requirements

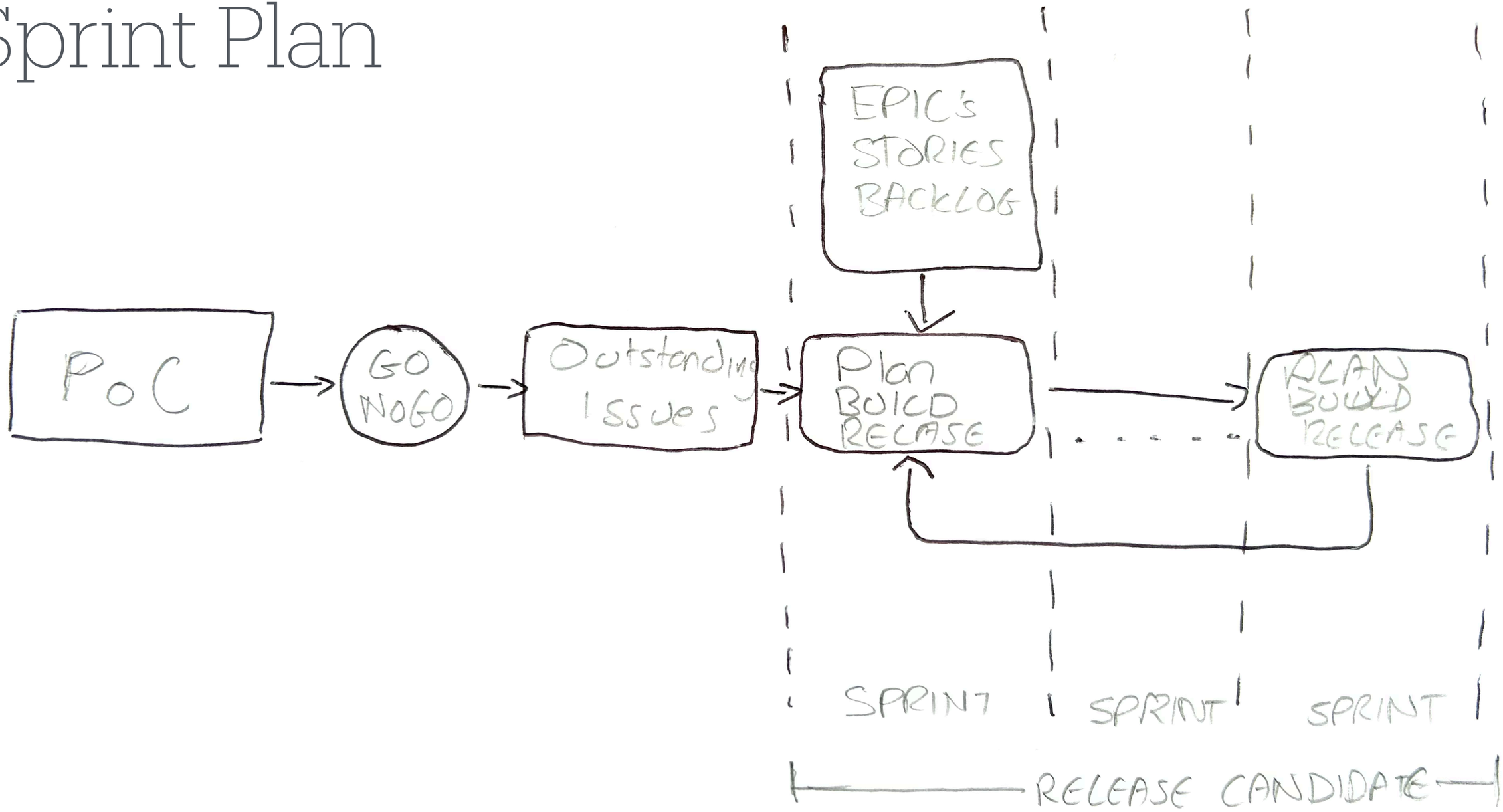
- WebApp. For fast iteration initially and delivery: -
  - Must work on both desktop and mobile
  - React / with a light Go backend for mocking new functionality / in process DB
  - Docker based dev environment & VS Code for shared development
  - Light build pipeline Git / Git Actions
  - Delivered in one Sprint and deployed to test server
  - Allows decision makers to view and use web app with the focus on being, is this heading in the right direction, have technical issues been resolved and is the project viable.

Epics and Stories

After a positive “go” decision to be delivered in the coming sprints

- Epic - Productionise
  - Standardise Dev Env
  - Build out pipeline
  - Feature Flagging
  - Dedicated App Build?
  - Logging framework
  - Performance Analysis
- Epic - Testing
  - Unit Testing framework
  - Functional Testing Framework
  - PEN Testing
  - Continuous testing in pipeline
- Epic - Interface
  - Design brand UI
  - ARIA
  - Apply L&F
- Epic - Backend / Data
  - Design data storage
  - Design backend API requirements
  - Implement backend APIs
  - Interface with existing APIs
  - GDPR
- Epic - AI
  - Design AI event storage
  - Implement AI event storage
  - Analysis of data in Python
  - Mgt Reporting
- Epic - Backoffice
  - Dashboard
  - Account reset
  - Reporting
  - DevOps
  - Support

Sprint Plan


EPIC's
STORIES
BACKLOG
PoC
GO
NOGO
Outstanding
Issues
Plan
BUICD
RELEASE
PLAN
BUILD
RELEASE
SPRINT
SPRINT
SPRINT
RELEASE CANDIDATE