





EPIC




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Develop geo-location targeting features to give alerts on new store openings, new products, promotions in-store, and nearby stores



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Include personalized customer greetings that send custom messages to the customer depending on their interactions with the app.
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Develop a feature that detects behavioural patterns with the customer's usage of the app, to ensure that customized and relevant offers are provided to them, whenever they order a certain type of drink(s) from CoffeeCo

 Add a card  




Stories

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As a customer, I want to know where the nearest CoffeeCo store is, so that I can get my coffee fix
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As a customer, I want to receive alerts on new drinks/promotions in-store when I walk into a CoffeeCo store, so that I get some form of e-greeting.
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As a customer, I want to receive personalized offers, based on my searches within the app.


 Add a card  

Task


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BCG Maya team to build the mobile app UI/UX for the "find the nearest store" page
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BCG Pltinion team to enable the server to push a text when in-store beacons detect customers in its range
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BCG Gamma team to develop an algorithm that detects the behavioural patterns of customers and creates personalized offers based off their searches.
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BCG Maya to brainstorm and finalize ideas of offers that can be made

 Add a card 