

Managing an Agile Team

Part 1: Positioning Statement

Assignment

For Huellitas SAS who needs to increase its sales and to expand its market share, the Huellitas App is a mobile application compatible with Android and IOS, that offer a place where its clients can to have access to the Pet shop's products and services, So, they can buy in a easy and safe way, and they can save time and money . Unlike other pet shops that only have sales of products and services in their stores, our product offers other sales alternatives in a digital way.

Computer systems are a fundamental pillar in organizations, given that, over time, it has allowed them to optimize and automate their tasks, control and centralize information, among other great benefits. From the foregoing, it has been possible to show that the success of the development of a computer system depends on meeting the times, optimization of resources, risk management and quality in the final product or service.

With the application, customers can view the products of the pet store, and they have the possibility of making their orders. In said mobile application, there will also be a news section, and the option to go to WhatsApp, so the users can solve the doubts that they have about any product or service of the store.

To manage the information used by the APP, a website will be built from which an administrator user will be able to register news updates, products and their categories, which can be viewed on the mobile APP. This website will apply the concept of Responsive Design, that is, the website of Administration adjusts to the screen size from which it is opened. The website will has an appearance (design) adjusted to the needs and taste of the client. There will be a user experience (UX) design phase, which will have as in order to improve the usability of both the administration website and the APP in Android and IOS.

Part 2: Focal Questions

What's important to this business? Why?

- Increase sales.
- Reduce operations costs.
- Have a greater share in the pet shop's market.
- Offer new products and services.
- Venture into E-commerce using different digital tools.
- Improve customer satisfaction.
- Personalized attention to the customers.
- Improve the relationship with the customers.
- Get new customers and vendors.

How is it measured with regard to customer/user behavior?

- Increase people that visit and buy through the App.
- There are many new customers and vendors that contact us with the App.
- The customers prefer to use the App to make their buys.
- The Customers are happy with the new tool.

2. For which problem scenarios/jobs-to-be-done should we test new propositions?

Problem Scenario/Job-to-be-Done	Your Value Proposition
Increase the sales.	Currently, many people prefer E- commerce to make their buys because in this way, they can save time and money. There are few pet stores that offer an App to the customers to facilitate their purchases.
Decrease operations costs	The pet shop won't need many physical stores to increase their customers and their sales. So, They can save money, because they won't need to pay for a lease or for contracting more people.
Offer new products and services	With the App, the sales people can show in an easier way the new products and services that the Pet store has, and the customers will be updated always.
Personalized attention to the customers	All customers need different products and services, and many times they don't know what is the best option for them. So, with the App, the customer services advisors can make the right questions and offer the right option to the customers, because they will be more concentrated in each person.
Get new customers and vendors	It does not matter if the customers and vendors are far from the physical store, because they will can contact the Pet store through to the App.

3. How will we define and measure success?

Problem Scenario/Job-to-be-Done	Measuring Success/Outcomes
Increase people that visit and buy through the App	The App will have an indicator that will count the number of people that enter in the App and the number of people that make their purchase in the site.
There are many new customers and vendors that contact us with the App	The Pet shop can compare the information about new customers and vendors with their records.
The customers prefer to use the App to make their buys	The Pet shop can compare their sales in the physical store with their sales through the App, and to determine what tool is better.
The Customers are happy with the new tool	The Pet store can make several polls to know how the customers feel interacting with the App and what They prefer.