

Title

Obero — Redefining Customer Management System (CMS) for efficient customer management and configuration.

Problem Analysis

Obero is a software company that focuses on IT Services & Consultancy within the Dutch online ordering and delivery sector. Founded in 2020 by Alexander Clemencia, Izahir Clemencia, and Mohamed Dahou, Obero's goal is to enhance and provide better customer experiences within businesses, prospecting in ordering solutions for better sales efficiency. Obero's operations are based in the Netherlands, operating with 17 employees in total.

Obero started its operations using a source-based platform, built and customized accordingly using Yii PHP, known as the Customer Management System (CMS), to be used for administration and management of businesses within the food & beverages industry. The problem arises when requests for customer service is required:

- a. There is a high technical jargon that surrounds the usability of Obero's CMS platform; troubleshooting takes long amounts of time and can only be conducted efficiently with Obero's employees.
- b. The platform is far from being user-friendly as customers (F&B businesses) cannot easily navigate through the platform without hands-on guidance from Obero employees.
- c. The size of the Obero team is relatively small, and is not sufficient enough to hold large amounts of customer requests.

As a result, the stakeholders are shifting strategies of selling the platform through vendors instead of directly to customers, of which the platform is not user-friendly ready for multi-tenancy. With combined feedbacks from customers and in-store end-users, the platform needs to be revamped, focusing upon the infrastructure and the user experience for better efficiency and usability, minimizing service durations and making it self-serviceable for customers.

Assignment

Hence, the purpose of this project is to evaluate, re-design and assist in implementing Obero's Customer Management System Platform for better efficiency, reliability and overall usability to vendors and end-customers.

Relation to Research

Topics that are going to be encountered within the project would be:

- A. UI/UX of Customer Management System, and real life use cases applied within the Food & Beverages industry.
- B. Operationals and in-store processes of businesses within the Food & Beverage industry.
- C. Roles and dependencies between Supplier, Vendor and Customer entities within businesses.
- D. Angular framework to implement working concepts (Angular will be used as stated by the stakeholder as the future framework for the platform).
- E. Design principles of Software as a Service (SaaS) based applications.

Some potential research questions to start:

- 1. What factors can Obero's CMS Platform be improved on for better vendor and customer experience?
- 2. Which elements contribute into having a user-friendly and informative SaaS system?
- 3. What are the possible user interactions that could fasten, yet personalize ordering experiences for in-store workflows?
- 4. What different aspects of information are required which can provide customers (business owners) with more data insight?

Guidance

Daily stand-ups will be held throughout the entirety of the project; an Operations Manager is present during working hours for daily management of employees. Front-end guidance is available from the technical advisor for implementation phase, with weekly demos and retrospectives planned in respect to the sprints. The company mentor will be available 2-3 working days per week.

Personal Development Goals

PDR	HOW TO WORK ON THIS (IN MORE DETAIL, THIS S.M.A.R.T. IF POSSIBLE)
Gain additional skills in Front-end development through familiarisation with the Angular JS and Tailwind CSS Framework.	Attend and gain knowledge from courses offered internally and externally from the company; cross-check validations frequently with project manager and technical advisor.
Better timeframe management and work completion per sprint & improving Agile Scrum methodology.	Set up a personal taskboard and link work related tasks to that taskboard; actively updating associated tasks to the sprint board and personal portfolio; reducing buffer time by completing relevant tasks and fast validation from stakeholders.
Develop a professional proactive discipline towards associated stakeholders.	Engage in active conversations between mentors from the company and university; urge mentors and seniors for validation and peer review throughout the course of the workday; utilize communication platforms that are used within the company.
Explore and advise other potential working methods for better productivity to the company.	Conduct observation using existing research methods before the start of every sprint, and utilize some aspects within the working environment; experiment upon applying different approach instead of sticking to pre-determined paths.
Practice flexibility in mediating different scenarios and situations throughout the course of the project.	Take feedbacks and/or critics with an open-mind; avoid being too defensive of own work/deliverables; turn criticism into a discussion that is beneficial for the completion of the project.