

Glow Juicery Customer Loyalty Program: Requirements Elicitation Plan

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1. Introduction

Glow Juicery was founded in 2013 by Marnie Ashcroft in Edmonton, Alberta, Canada. A company offering pressed juices, raw food items, and cleansing solutions to customers who want a lifestyle change. Since its inception, the company has grown and operates over 8 locations across Canada. The company has emerged as a major player in the health-focused consumer market. This narrative will also cover Glow Juicery's founding and history, the types of products and services it offers, its strategies to promote its brand, and how it has fared financially as it operates in a crowded health industry.

This document details a strategy for collecting input on developing a customer loyalty initiative at Glow Juicery. The objective is to obtain insights from parties, like customers and franchise owners, to ensure the program matches Glow Juicery's business objectives and meets customer expectations.

Background

In 2013, in Edmonton, Alberta, Marnie Ashcroft started Glow Juicery in her kitchen. She felt there weren't choices in town, so armed with a juicer and big dreams, she began making and delivering fresh raw plant-based juices to her community. This was how Glow Juicery became Alberta's pioneer juicery.

Ashcroft spent much time refining recipes. Working with nutritionists to create the blend for Glow Juicery customers while gathering feedback and creating educational content for her business venture." In October 2013, " Glow Juicery launched its initial physical store in an Edmonton Barre studio."

The company's dedication to delivering high-quality products and ensuring customer happiness was widespread. Resulted in requests for expansion from over Canada by 2016². During this time frame, Glow Juicery had diversified its offerings to encompass not just juices but also smoothies, nut milk drinks, snacks, and a range of raw food choices. The company's expansion efforts aligned with its development into a chain with more than eight outlets spread throughout the nation².

Offerings

At Glow Juicery, we offer a variety of pressed juices and raw food options made from fresh seasonal fruits and vegetables. We provide a healthy and convenient way to increase your fruit and vegetable intake! You can find a variety of ingredients in their juice blends — apple, beetroot, carrot, celery, chlorophyll, coconut water, cucumber, ginger, kale, lemon, mint, orange, parsley, pear, pomegranate and spinach.

- Glow Juicery provides cleanse programs to help detox and improve health for all levels of users.

- Cleansing regimen for beginners: This plan includes six juices: Ener G Glow, Citrus Glow After Glow Vitamin G, Glow Boost and Earthly Glow 3.
- The Intermediate Clean Program has seven juices per day. Sky Glow is also introduced to the menu for beginner cleaners.
- The Advanced Clean program provides eight juices every day. It also includes Skinny Glow in the Intermediate lineup.

The company's fresh food options go hand in hand with its juice and detox plans, which include salads, wraps and sweet treats. Glow Juicery promotes the health benefits of pressed juices, highlighting their ability to deliver nutrients and promote overall wellness.

Besides its offerings, Glow Juicery also provides delivery and caters to events. In addition, the business partners with retailers that share its goal of encouraging eating and supporting the "raw food revolution."

Strategies for Marketing and Branding

The marketing tactics of Glow Juicery are diverse, like their range of juice blends! They use a mix of offline methods to connect with their desired customers and establish a brand identity.

Glow Juicery uses media and partnerships with health influencers to reach out to healthy customers and showcase the benefits of their juices for a healthy lifestyle through engaging content creation.

Glow Juicery realizes the importance of engaging with the community offline by teaming up with businesses like cafes. The principles of Glow Juicery are powerfully branded. Fitted to its target market in a way that makes absolute sense. When you hear the name "Glow Juicery," you are already convinced that the place is about health and life. The brand logo is simple and includes only a leaf to support the company's message about using natural elements and promoting a healthy lifestyle. Glow Juicery is online; its website and social media accounts have professional-looking pictures of the products and their ingredients.

Creating engaging content for blogs and marketing purposes.

"Through its blog and online content offerings, Glow Juicery demonstrates a dedication to educating and interacting with customers on aspects of health and wellness."

- Recipes for maintaining a diet.
- Exploring the advantages of detoxifying juice regimens.
- Feedback from customers and stories of achievement.
- Conversations with professionals in the health and nutrition fields.

Glow Juicery earns trust as a source for those looking to enhance their health through food and lifestyle guidance.

Financial Results

Glow Juicery is an owned company that does not publicly disclose financial information; however, it is evident from the available data that the company has been quite successful in the market. In 2014, Global News stated that the Edmonton branch of Glow Juicery was vending around 120 bottles of juice daily for \$8 each¹⁰ with projections from the company's founder foresee growth, with sales doubling in upcoming months¹⁰. Glow Juicery's early success shows they have successfully connected with an expanding health-focused market seeking nutritious choices.

Acknowledgments

We need exact information about the awards for Glow Juicery, but we can see that the company has been covered in the media, including Global News and Vice¹⁰, for news features and blog posts. This kind of exposure in the media is beneficial in enhancing the company's presence and image in the health and wellness industry.

Conclusion

The reason behind Glow Juicery's accomplishments can be linked to a mix of elements, which included recognizing the demand for nutritious food choices and meeting it with a focus on top-notch ingredients, customer insight, and a wide range of products. This base, combined with an encompassing marketing strategy that merges offline methods, has allowed Glow Juicery to build a solid brand image and significantly impact the Canadian market.

Based on the information provided, available reports indicating Glow Juicery's significant sales growth, in the health-conscious market¹⁰, it seems that the company has established itself successfully and built a loyal customer following through active customer engagement on its blog and content marketing efforts aimed at strengthening its brand presence and relationships, with customers.

In the future, Glow Juicery will have the chance to develop its market presence and enlarge its product range by being creative and listening to changing consumer needs. This may help make the company a name in Canada's health food industry.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
High-quality products made with fresh, seasonal ingredients	Limited financial information available to the public	Growing demand for healthy and convenient food options	Changing consumer trends and preferences
Strong brand identity associated with health and vitality	Relatively small company compared to some competitors	Expansion into new markets and demographics	Economic downturn potentially impacting consumer spending
We offer various products and services, including juices, cleanses, raw food, delivery, and corporate catering.	Competition from other juice bars and health food stores	Development of new products and services, such as personalized nutrition plans or wellness programs	The growing rivalry is from known and new health food enterprises.
A dedicated group of enthusiastic leaders about promoting wellness.			

1.1. Assumptions

- Glow Juicery plans to introduce a loyalty program that customers can benefit from at all their stores and online outlets.
- At Glow Juicery's disposal is the technology to support a loyalty program by connecting with the POS system and handling customer information effectively.
- Glow Juicery is committed to enlisting franchisees' help to guarantee the program's implementation.

1.2. Constraints

- Budget constraints might constrain the extent and intricacy of the loyalty program.
- It is essential for franchisees to embrace the concept and for any resistance or differences in participation to be dealt with accordingly.
- The software must work with the technology and operational procedures used by Glow Juicery.

1.3. Business Rules

- Points will be earned according to how much you spend on purchases.
- Points will be valid for a duration, such as one year before they expire.
- Benefits will consist of price reductions, complimentary items , and special promotions for members.
- A system of reward tiers could be introduced depending on how much customers spend.

2. Requirements Elicitation Plan

The table below details the steps for collecting information for the loyalty program at Glow Juicery.

Task ID	Activity	Description	Start Date	End Date	Effort (hours)	Resources
1.1	Stakeholder Analysis	Identify and categorize all stakeholders (customers, franchisees, staff, etc.) interested in the loyalty program.	Feb 20, 2025	Feb 22, 2025	4	
1.2	Background Research	Research existing loyalty programs in the market, particularly those used by competitors and businesses with similar models.	Feb 22, 2025	Feb 27, 2025	8	
1.3	Document Review	Analyze Glow Juicery's sales data, customer feedback, and documentation of any existing customer engagement or marketing initiatives.	Feb 27, 2025	Mar 3, 2025	6	Glow Juicery Staff
1.4	Survey Design & Pilot	Develop a survey to elicit requirements from customers and franchisees. Pilot-test the study with a small group for feedback and refinement.	Mar 3, 2025	Mar 6, 2025	10	
1.5	Survey Distribution & Analysis	Distribute the survey to customers and franchisees through online and in-store channels. Collect responses and analyze the data.	Mar 6, 2025	Mar 13, 2025	12	Glow Juicery Staff
1.6	Interviews	Conduct interviews with key stakeholders (Marnie Ashcroft, selected franchisees, and loyal customers) to gather in-depth qualitative data and insights.	Mar 13, 2025	Mar 20, 2025	16	Glow Juicery Staff
1.7	Workshops	Facilitate workshops with a representative group of stakeholders (customers, franchisees, and staff) to brainstorm ideas, discuss requirements, and achieve consensus.	Mar 20, 2025	Mar 27, 2025	8	Glow Juicery Staff, Franchisees, Customers

3. Survey

We will be surveying to collect information from customers and franchise owners.

Survey on Glow Juicery Customer Loyalty Program

Introduction:

Thank you very much for participating in our survey! Your input is genuine. It will assist us in creating a customer loyalty program that caters to your requirements while elevating your Glow Juicery experience.

Survey Questions:

1. How frequently do you stop by Glow Juicery – is it part of your routine or more of a /monthly treat?
2. What Glow Juicery products or services do you like the most?
3. Have you ever been part of a customer loyalty program?
4. Did you have any negative experiences with those programs if you did use them?
5. What rewards would encourage you to sign up for a loyalty program at Glow Juicery, such as discounts on purchases or free items, offers, and early access to products?
6. Would you lean towards visiting Glow Juicery in person or purchasing if they offered a loyalty program to reward customers?
7. How much do you value earning points for activities than making purchases like referring friends or interacting with Glow Juicery on media?
8. What do you think about loyalty programs with levels where you get rewards as you spend more money?
9. Do you have any ideas for enhancing the Glow Juicery loyalty program?

Closing:

Thanks for joining in and sharing your thoughts. It means a lot to us.

Survey Management:

- Goal Response Rate Desired by 50 percent of customers and franchisees.
- To motivate engagement, give customers a juice or a 10 percent discount for their next buy.
- Utilize Google Forms too. Evaluate survey feedback effectively for Glow Juicerys review by summarizing the trends and preferences discovered.

4. Requirements

After reviewing the Glow Juicery case study and the expected survey outcomes. The following needs have been recognized:

4.1. Business Requirements

ID	Requirement	Description	Source	Status
BR-01	Increase Customer Retention	The loyalty program should increase customer retention by 15% within the first year of launch.	Case Study	Proposed
BR-02	Increase Average Customer Spend	The loyalty program should increase the average customer spend by 10% within the first year of launch.	Case Study	Proposed

4.2. Functional Requirements

ID	Requirement	Description	Source	Status
FR-01	Earn Points for Purchases	The system shall allow customers to earn points for every in-store or online purchase.	Case Study	Proposed
FR-02	Redeem Points for Rewards	The system shall allow customers to redeem accumulated points for rewards, such as discounts, free products, or exclusive offers.	Case Study	Proposed
FR-03	Track Points Balance	The system shall track and display the customer's current points balance.	Case Study	Proposed
FR-04	Online Account Management	The system shall allow customers to view their points balance, redeem rewards, and manage their loyalty program account online.	Case Study	Proposed
FR-05	Reporting and Analytics	The system shall generate reports on loyalty program performance, including customer participation, points accumulation, and reward redemption.	Case Study	Proposed
FR-06	Referral Program	The system shall allow customers to refer friends and family to the loyalty program and earn rewards for successful referrals.	Case Study,	Proposed
FR-07	VIP Tiers	The system shall support a tiered loyalty program structure, where customers earn more rewards as they reach higher tiers based on their spending.	Case Study,	Proposed

4.3. Non-Functional Requirements

ID	Requirement	Description	Source	Status
NFR-01	Usability	The loyalty program system shall be user-friendly and easy for customers and staff.		Proposed
NFR-02	Security	The system shall be secure and protect customer data in compliance with relevant privacy regulations.		Proposed
NFR-03	Reliability	The system shall be reliable and available 24/7 to support online access and transactions.		Proposed
NFR-04	Performance	The system shall perform efficiently and handle a high volume of transactions without delays or errors.		Proposed
NFR-05	Compatibility	The system shall be compatible with Glow Juicery's POS system and other relevant software applications.	Case Study	Proposed

5. Requirements Management

We will put in place a strategy for managing requirements to guarantee the creation and rollout of the loyalty program comprising of:

- Verification and Validation Process: Stakeholders will carefully review and confirm the requirements to make sure they are understandable and thorough while being consistent and able to be tested.
- A structured approval procedure will be put in place that will necessitate endorsement from individuals involved, such as Marnie Ashcroft and franchisee delegates.
- A matrix for requirements traceability will help us keep tabs on how business needs align with stakeholder requests and system functionalities.
- A process for managing changes will be implemented to address any modifications or updates to the requirements during the project duration.
- Keeping in touch and working together regularly with stakeholders is essential to stay on the page and tackle any issues that may arise.

6. Conclusion

This plan for gathering requirements offers a way to collect and record the details needed to build a thriving customer loyalty initiative at Glow Juicery; involving stakeholders in discussions and data analysis while meticulously handling requirements can help Glow Juicery develop a program that boosts customer loyalty levels enhances its business expansion and reinforces its brand image.

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