**Video Game Delivery Project**

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**Prepared by: Nigina Nasirova, Project Manager, nigina\_nasirova@marketpro.com**

This is a list of features of a new video game delivery website.

1. Provide subscription-based video game rental services for customers. Subscription plans should vary depending on the amount of video games a customer would like to rent in one month (maximum of 10 video games) (M)
2. Customers should be able to order several video games over the Internet, receive the games via express mail, return those games via express mail, and keep receiving additional games (M)
3. Customers must be able to track delivery and return of video games (O)
4. Focus mainly on educational and sport-related content (M)
5. Video games should be available for all types of platforms, including popular gaming systems, computers, and learning systems used in preschools and elementary schools (M)
6. Very simple and user-friendly interface (M)
7. Ability to search for specific video game by platform, age and gender appropriateness, customer reviews, sport (for sport-related games), languages and so on (M)
8. Ability to order the video games, pay online or via other payment methods (including credit or debit card, check school payments systems, other electronic payments, etc.) (M)
9. Customers should be able to write reviews about the games they rent (M)
10. The system must be able to track referrals to the site from the corporate partners and customer referrals (M)
11. Display advertisement (M)
12. Track customer usage patterns to monitor how users navigate through the website and simplify the user interface. (M)
13. Customers should have an opportunity to keep the used video game they like for additional small fee (M)
14. The system must be very secure to ensure safety of customer information (M)
15. Gift certificate option (M)
16. Customers should be able to share the website through various social media platforms (Facebook, Twitter, YouTube, Instagram) with their friends (O)
17. Automated support center (N)
18. FAQ page (M)
19. Affiliate program (O)
20. Serve international market, be available in several languages (O)

Initial assessment of each function:

1. Develop subscription plans by evaluating the services already offered on the market.
2. Evaluate different mail delivery services to choose the best cost-effective option. Customers should be able to print out the prepaid return labels to return their rentals.
3. It is very important to provide order tracking system because it allows businesses to improve their customer experience and meet their need for order accuracy throughout the entire ordering, fulfillment and delivery process (Scolari, 2019). An order tracking system for the Game Delivery Project should have two components: sales order management and inventory management, and following the package while it is en route to the customer. The first component should include the following stages: a) open (the order is still being written, and can be changed), b) hold for confirm (requires customer confirmation), c) confirmed (the order is written and confirmed, and is awaiting processing), d) processing (invoicing and fulfilling the order, the order may be en route), e) complete (the order has been shipped and delivered to the customer). The second component can be done with an API or other integrations with the shippers back-end systems or by providing a link to the order tracking page of the carrier’s website in a confirmation email.
4. This feature involves researching games offering educational and sport related content that are available on the market.
5. Ensure that all video games are compatible with all types of platforms.
6. Analyze competitors’ websites in terms of simplicity and ease of use, then develop simple and user-friendly website.
7. This feature is pretty easy to implement provided the website development team knows all the requirements to the website features.
8. This feature requires research of online payment processing companies and choosing one that meets project’s needs.
9. This feature is pretty easy to implement provided the website development team knows all the requirements to the website features.
10. This feature involves research of referral tracking software that meets project’s needs (Usage Pattern Tracking, n.d.).
11. This task involves determining what advertisements should be displayed on the website, location of the ads on the website, the cost of advertisement.
12. This task involves the usage of a third-party software (Siebel CRM Application) to help track customer usage patterns.
13. This task would involve calculation of additional costs for each video game when a customer decides to keep the used video game.
14. This task involves finding a website security provider (like Sitelock (Website Security built for small businesses, n.d.)), comparing each offer for security maintenance of the website, and choosing the one that suits project needs.
15. This task involves researching an online service to create and issue gift certificates to paying customers so that the final recipient can come back at another time to redeem it (Balle, n.d.).
16. This task is pretty easy to implement as it involves determining the social media platforms on which to allow users to share the website contents (Bernazzani, 2016).
17. This task involves researching a third-party provider for automated customer support like, for example, Zendesk (Automated customer service and support, n.d.).
18. This task involves brainstorming and listing the most common questions the customers might ask.
19. This task involves researching potential affiliates, discussing terms of cooperation, and signing contracts for future collaboration (Schreiber, 2018).
20. This task is very complex. To serve international markets, the whole new project for each country should be developed from scratch. For example, it is necessary to research the law, culture, economy of the host country to determine markets in which it worth investing.

# References

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