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Question

2. Assume you are part of an engineering team that is building a loyalty app for a large retailer. You are in a meeting in which the following stories are being discussed by the product owner and engineering team:
a) As a customer, I want to enroll in the loyalty program.
b) As a program participant, I want to check my balance of reward points.
c) As a program participant, I want to redeem some of my points for a reward.
Describe how you might participate in this meeting to ensure that the development work for these stories can be demonstrated to the product owner. What are your areas of concern?
How would you address them? Provide your answers as a PDF.

Answers

My participation in this meeting would be to get clarifications for use cases hence asking some key questions as below around the functionality of the application. Also, understanding and identifying priority business use cases. Also, asking questions on personas, authentication authorization, device certification, accessibility and localization.

1. What are the modes of enrollment? Would the customer enroll using paper forms in mail, in store POS systems, online on a web application or will there be a mobile client?
2. If the customer already has an account with the retailer,
a. Would the customer need to login to their account first and enroll into loyalty?
b. In this case since all the customer data is already available so, what other information is needed on the UI screen to complete the enrollment process.
3. If it's a brand new customer with no customer data in the system, what is the enrollment process? Would the customer be presented with loyalty enrollment option while creating an account? In this case what are the extra UI fields that need to be presented while registering for an account?
4. After enrollment, what is the confirmation process? Would the customer receive an email or mail?
5. After enrollment, would the customer get a card in mail? Or all the points collected online in the customer account?
6. What is the customer data volume expected for the enrollment process?
7. What are all the ways a customer can check reward balance? In-store, customer service, online.
8. What is the process flow of checking the balance? Would the user needs to login and then get access to balance? Or access via a barcode or account number? What are the UI screen design fields if the customer needs to enter to check balance?
9. Would the customer redeem points as discount coupons?
10. Can the points be redeemed in store in POS?
11. What are the browser, device and system certifications that are needed to be supported?
12. Would we need to make the enrollment process accessible for users with visual challenged?
13. Would there be a need to internationalize the application for global users?

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Areas of concern

1. System Security is a concern since user authentication, customer data, and data privileges will be involved in the loyalty application.
2. If the loyalty program enrollment is included in the new customer account registration process, the existing customer registration process could be impacted.
3. There are a lot of systems integrated with loyalty app like POS, customer purchase account, etc. Hence data flow between systems would be an area of concern.
4. This application would be a fully customer facing application.

Solution

1. I would do a security testing to test for secure authentication and authorization, data privileges, SQL injection, cross site scripting and would ran a ZAP scan on the application.
2. Apart from doing SIT to test the new functionality, I would perform Automated Regression testing on the new customer registration process to make sure existing applications are not impacted. I would also develop automation scripts for the previous sprint functionality and perform continuous regression as the application is built in small sprints.
3. I would perform a full enterprise testing EIT between various integrating systems like POS, customer accounts etc. for validating data flow by performing backend testing and validating end to end scenarios.
4. Perform UAT testing for some of the key user cases as a customer.