

Queen Of Heart

A Denver cake boutique shop

Industry Briefing

DIGITALIZATION IN
FOOD & BEVERAGE

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WHO WE ARE

NTT DATA (IT GLOBAL INVENTOR)

We NTT Data Corporation is a Japanese system integration company. As part of services we offer Analytics, BPO, Application, cloud, consulting, Digital, staffing etc. We work on industries like Banking and Financial, Education, Healthcare, Insurance, Retail, Technology, Energy, Entertainment, Food, Manufacturing, Public sector, Telecom and Media, Transportation, Travel and Hospitality and etc.

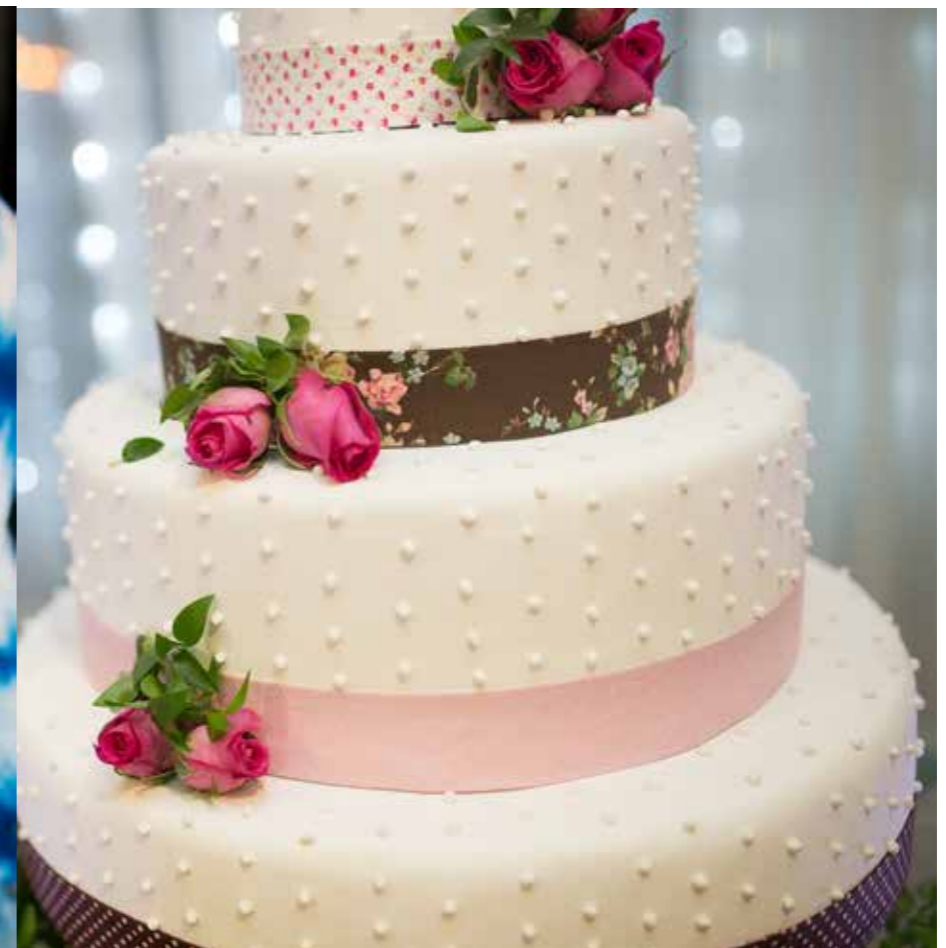
OUR DIGITAL SERVICES

Our Digital Services helps create roadmaps, enable new business models and provide an exceptional customer experience, stronger employee engagement and superior operational excellence. Leverage technologies including analytics, mobile, social media, cloud and the Internet of Things to deliver digital solutions to customers. Make digital transformation a reality and embrace a business-first approach for faster, better results.

BUSINESS CASE

Queen Of Heart a Denver (Colorado) based cake boutique shop has been in operation for last 20 years.

This year, the cake shop is planning to go “total digital” – planning to launch mobile app, tablet app, website and a wearable app that allows customers to order online and pick up from the shop & deliver to their homes.



EXISTING SYSTEM

- Difficult To Manage Crowd at Pick Hour
- Order Option Manual
- Payment Options Needs Physical Presence
- Option for Cancellation - Almost No
- Option for Preference Change - Tough
- Scope of Display Cakes - Less
- To Reach Out To Customer - Limited
(Word of mouth, Print)



DOWNWORDS ROI

- Less Profit
- Limited Customer
- Requires More Time Investment
- Requires Money Investment
- Requires More Bandwidth
- Customer drop off options are high



BUSINESS GOAL / EXPECTATION

- Gain More Customer
- Meet Customer Needs
- Give World Class Customer Experience
- Invest Less
- Increase ROI



MICKLE PINTO

22 yrs, Male
Student, Fun-loving

SENARIO

Summer time...Exam is round the corner, 22 yrs Mickle and his Friends wants to celebrate Bestie's Birthday. Dont have enough time to go to cake shop and select the fevorite flavour for Ryma.

PRE - SERVICE PERIOD

Need Analysis

Want to Celebrate Bestie's Birthday

Want to involove other friends opinion for selecting cake

Reduce purchase time and effort

Product Analysis

Need to buy selective cake

Fresh and of a good quality

Want to have multipule options to choose

Customize according to the taste

Scope of selecting quantity

Reliable in terms of quality and timely delivery

Scope for resceduling time/ cancellation

Reliable in terms of quality and timely delivery

Reliable in terms of quality and timely delivery

Investigation

To check the list of product / Catalogue

Can Select and buy online

Track the product status, and delivery

Customer rating on product and shop

Discount/ Offers

EXPECTATION

Good Quality, On Time Delivery, Customized, Purchase Additional Gifts, Offer/Discount

Uncoverings

An online Cake store for customized product

Which will help finding product, additional gifts, can take opinion from other friend instantly, upmake changes in order atleast 6 hrs before

Fresh and quality food

Differnt payment option

Customer feedback Option

Price variey with regards to the customisation

Filter/sorting option (price, flevour, Quantity)

Track Location

Messege Alert

Change aulternative address

Payment on delivery

Product Availability

Cake shops in different/ unkonown location

Malls

Super market

Shopping Senario

Extended travel time

Confusion to select product at the store counter instantly

Limited bandwidth of the store sale's person

Difficult to customised as counter is over crowed

Stock unavailability

Limited Options to choose at display

Travel Cost

Have to carry the product fresh and safely

Climate condition

Got attracted/bayosed with other product and spend more

Requires multiple visits to the shop for the customised one

EXPERIENCE

Looking for and mobile App to purchase and customise cake, door step and payment on deliver, in order to save time, money and effort

Subscribe and Save

Get membership discount voucher

Save favorite product

Notification on Offer

Referral Bonus

Financially Happy

Its much cheaper and economical

Easy to pay and cancel

Value for money

Physically Happy

Haselfree purchase

No Confusion on selection of the product

Less effort on Travel and safe delivery

Involve friend's opinion while selecng product

Physical presence is not require to buy or to get delivery

Track the time delivery or each stage of the order

Mentally Happy

No compromise with emotion and celebrate the desired moment

Surprise a friend

Take ownership within group

Over mental sartisefection and no need to compromise on study time

REFLECTION

A dream cake store to rely on

POINT OF PAIN

Travel requires from home to store/ bit traffic

Time consuming to go to different stores and search for the particular product

Availability of the product

Compromise with readily available product or to visit store multiple times

Crowded at pick hours

Option for Collection only at the Counter

Cancellation option is hectic

Go In Person to Order

Check Catalogue/Pricing

Stand on the Que

Physical presence requires for Payment

Option for Collection only at the Counter

Cancellation option is hectic

EMOTION INTENSITY



UNLOCKING THE LIMITATIONS, through Digital Approach / UX Solution

TOUCH POINTS

- Web
- Mobile
- RWD
- AR
- VR
- Social Media

MICRO INTERACTION

- Like
- Comment
- Rating

POINT OF DELIGHT/OPPURTUNITY

- Time
- Money
- Remote access
- Buy any time any where
- Gift at door step
- Get sufficient time to think/select
- Value for money
- Surprise someone and win a heart