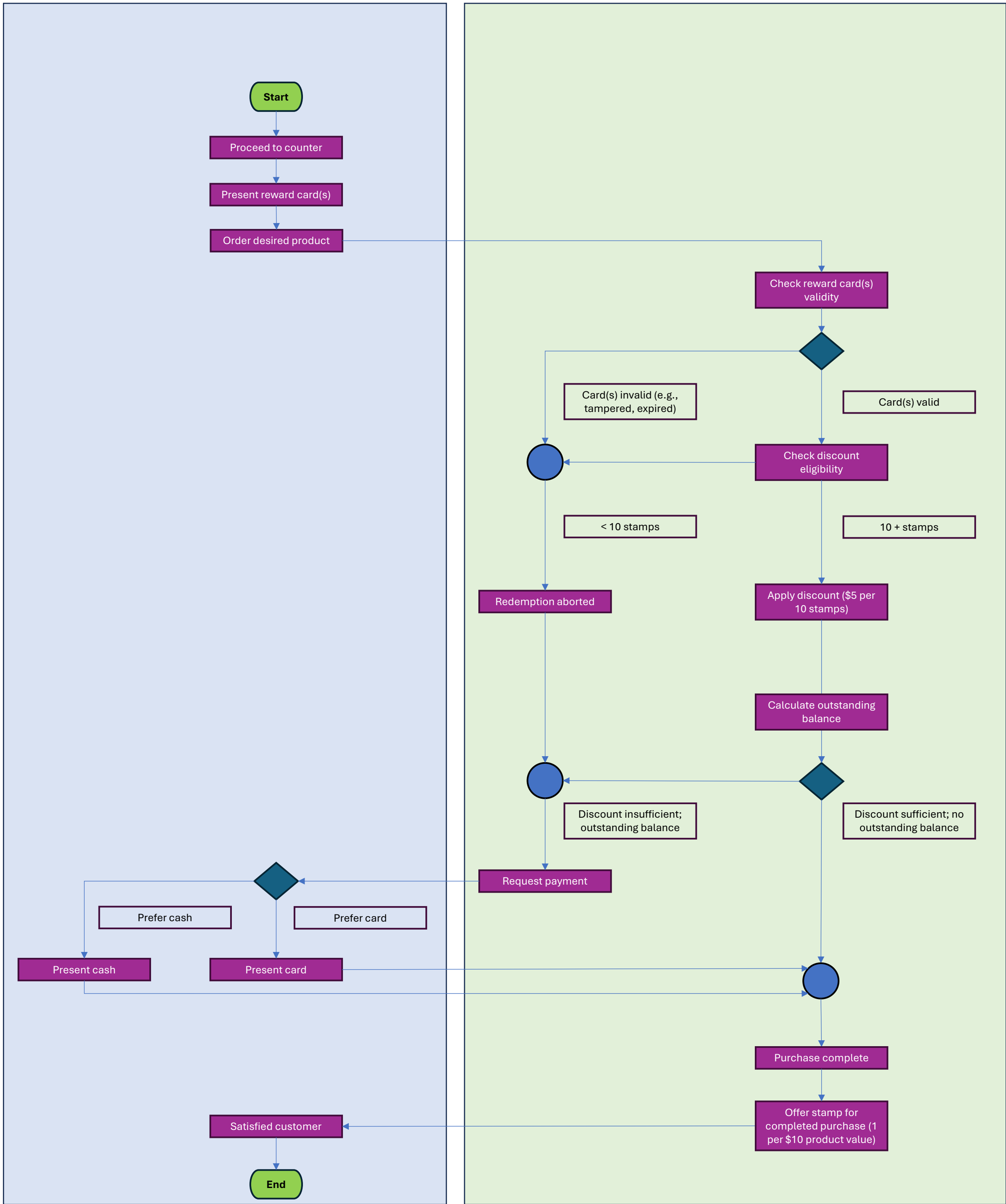


Digital Transformation
Analysing Processes, Information, & People
By Jun Yu Studio

Customer

Glow Juicery

Redemption and Accumulation Process in the Basic Reward Program



Legend



Action



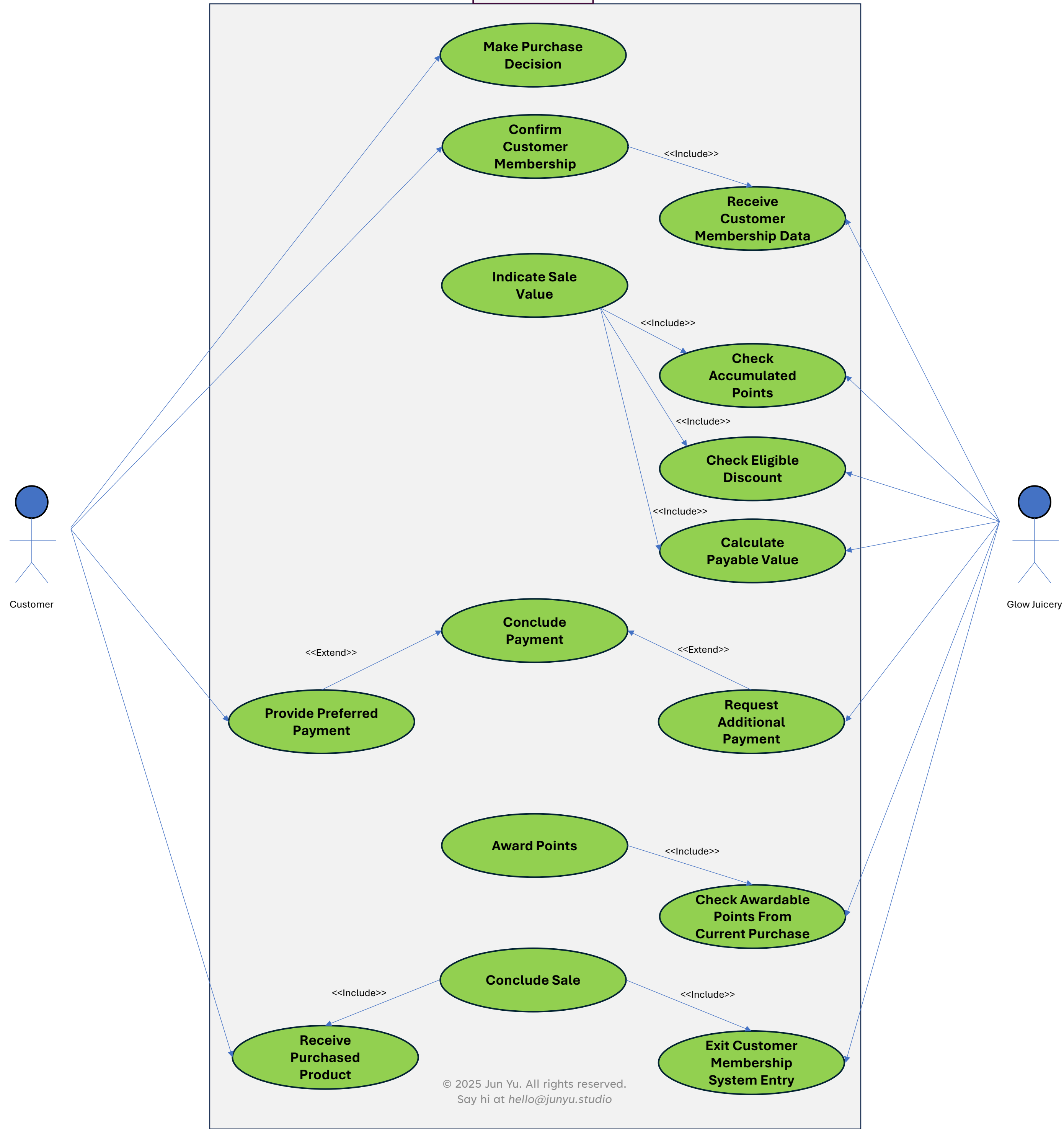
Condition



Decision



Multi-Point Receiver



Use Case	
Item	Value
Title / Goal / Description	The system determines and presents the effective sale value based on the customer’s purchase decision, accumulated points, eligible discount, and payable value calculated.
Primary Actor	Glow Juicery receives the sale value, and indicates this to the customer.
Stakeholders and Interests	Customer; they should know the sale value.
Preconditions	“Confirm Customer Membership” Use Case must be successfully completed; the system locates and presents the customer’s membership data to Glow Juicery.
Trigger	The customer completes their purchase decision, and confirms their membership.
Postconditions	The system presents the sale value to Glow Juicery, and the customer.
Frequency of Use	High; daily usage
Priority	High; essential to the custom-developed loyalty system.
Performance	Time to complete; time elapsed between finalising customer’s purchase decision, confirming membership, and presenting the effective sale value.
Indicator/Target	

Tracking Info	
Item	Value
Use Case ID	CD-003
Title	Indicate Sale Value
Version	1.0
Date Created	20 Mar 2025
Date Last Updated	23 Mar 2025
Author	Wen Jun Yu
Status	Approved and Published

Basic Flow (Happy Path)		
Step	Description	Notes
1	Glow Juicery confirms customer purchase decision and membership.	
2	System sums the total value of customer’s purchase decision.	
3	System checks customer’s accumulated points in their membership data. Include “check accumulated points”.	Membership data has been used to be solution-agnostic, as opposed to profile.
4	System checks the eligible discount based on accumulated points. Include “check eligible discount”.	Eligible discount is a business rule; how many points needed for a discount.
5	System calculates the payable value based on total value of purchase decision, and eligible discount. Include “calculate payable value”	Payable value = total value of purchase decision - eligible discount
6	System presents the sale value to Glow Juicery.	Sale value is a summary of the payable value, value of the purchase decision, eligible discount, and accumulated points.
7	Glow Juicery indicates the sale value to the customer, and proceeds to “conclude payment”.	

Exception and Alternate Flows		
Step	Description	Notes
3a	Exception: customer’s accumulated points are zero	
3a.1	System indicates no accumulated points, hence no eligible discount. Proceed to step 5.	Proceeding to step 5 ensures the payable value is calculated accurately.
4a	Exception: customer’s accumulated points are insufficient for a discount.	
4a.1	System indicates insufficient accumulated points, hence no eligible discount. Proceed to step 5.	Proceeding to step 5 ensures the payable value is calculated accurately.
4b	Alternate: customer expresses not to activate discount.	
4b.1	Glow Juicery instructs system to leave accumulated points and not to activate discount. Proceed to step 5.	Proceeding to step 5 ensures the payable value is calculated accurately.
4c	Alternate: customer’s accumulated points lead to an eligible discount that is sufficient to cover the value of the purchase decision.	
4c.1	System indicates the customer is eligible for a discount sufficient to cover the value of their purchase decision, hence the payable value is zero. Proceed to step 5.	Proceeding to step 5 ensures the payable value is calculated accurately.

	Improved Basic Program		
Suggested Process	Customer accumulates receipts	Customer exchanges receipts for reward tickets	Customer presents reward tickets to redeem as desired
Outcome	Frequent brand patronage	⇒ Earn rewards	⇒ Redeem rewards
Benefit #1	Encourages ongoing brand loyalty	Done once in a while, instead of stamping every purchase	Less redundancy – no asking if sufficient stamps for discount
Benefit #2	Reasonable onus on customer to maintain their purchase history	Verifiable – no Glow Juicery receipt, no reward ticket	Verifiable – no reward ticket, no redemption
Metric	Receipts accumulated per customer, 6-monthly, on average	Time taken to evaluate receipts, determine, and present eligible reward tickets	Rewards redeemed per store, monthly, on average
Insight	Brand performance; customer purchase frequency and revenue	Loyalty program operation efficiency; knowing the store resources to enhance	Store loyalty penetration; comparing stores across cities

Thank You.