

Module 3: TRD

Project Requirements Document - Push notifications

Context & Goal

Our customers can make purchases in our groceries store via the company app. From time to time there are items we want to promote: it could be that we are selling them out to discontinue them, it could be there are lots about to expire, seeking to increase the market share over them...

Sending push notifications to our users is an effective manner to boost sales and offer discounts to incentivate user engagement with our targeted products. However, push notifications may be intrusive and sending too many can generate user dissatisfaction and generate churn, i.e. users uninstall our app, which is a huge cost for us. **Current push notifications have an open rate of around 5% in our app.**

We want to build a product that relies on a predictive model that allow us to target a set of users that are highly likely to be interested in an item of our choice that we want to promote to send them a push notification.

Requirements

We are only interested in users that purchases the item along with at least other 4 (minimum 5 items basket), since shipping costs for a single or few items can be higher than the gross margin coming from it.

The system should allow sales operators to select an item from a dropdown or search bar, get the segment of users to target and trigger a customizable push notification.

Planning

This is a high priority tool and our competitors are moving fast in a similar direction. We expect to have a Proof of Concept (PoC) in one week time and we target to go live in 2 to 3 weeks.

Impact

The target impact is to increase our monthly sales by 2% and a boost of 25% over the selected items. For more details on this figures please go to the sales department push analysis report.