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Loyalty Promotion Process Streamlining and Automated Verification Tool

Summer 2019 Intern Project | Rima Rebei

Manager: Brian Toba

Mentor: Vijay Kannepalli

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Streamline the Loyalty Promotion Process

Previously: Scattered Information

- No documentation
- Different teams involved
- Risk of missing steps in promotion set up
- No verification Process

Now: Streamlined Process

- Confluence page
- Documented step-by-step guide for promotion set up
- Flowcharts
- Structure for future promotions

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Promotion Testing: Background and Purpose

Previously: Manual Loyalty Tech Testing

- Tedious
- Time-Consuming
- Error-Prone
- Repetitive Testing
- Loyalty Tech required involvement

Now: Automated Testing

- Anyone is able to test promotions using tool
- Automated promotion validation
- Simplified interface for created test data
- Integrated Confluence page documentation for more help



Workflow and Software Development Practices

Workflow:

- Daily stand up meetings
- Weekly meetings with Loyalty Ops
- Updating Manager on progress
- Aid from other Nordstrom tech teams
- Updating previous intern project

Planning and Documentation:

- Sketch
- Confluence

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Functionality and Technology

Tech Stack

- Angular 8: UI Framwork
- Languages: Typscript, HTML, CSS
- Angular CLI: command line tool
- Angular Material
- Visual Studio Code
- Git

Functional Services Used (Nordstrom Loyalty)

- Point Balance Retrieval
- Profile Retrieval
- Transaction Simulation
- Enrollment Simulation
- Add to Segment Simulation

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Challenges and Moving Forward

Challenges

- First time building a Web App
- Piecing together information from different teams

Next Steps

- Adding return and exchange functionality
- Adding non-transactional and merchandise simulations
- Search by current promotion running
- Deploy Web App
- Documentation for more promotions

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Q/A

