Talking about the adilas internal shopping cart

1/11/22

Cory, Marisa, Kelly, Sean, Charles, Brandon, John

* The discount engine needs some more loving – small disconnects – ok on adding, but it doesn’t do any other later look-ups – leaning towards the smart cart and holding logic.
* Speed of the cart – speed is super important – also some possible issues with tons of line items in the cart
* It really needs to be faster…
	+ We get kicked over to other pages and bouncing all over the place
* There is/was some history of how it got created
* Scanning and barcodes and speed of doing the look-ups
* We have some that sell in bulk and aren’t worrying about certain batches or perfect sub/child inventory.
* We want people to scan individual items – this needs to go backwards and tie into the discount engine.
* Cory – John is working on an MVP for the discount engine. We will let that project keep going in the background. We also know that we have a lot more smart cart logic to add so that it can handle other things loaded into the cart.
* Cory – a dumb smart cart – no one should have to think
* It needs a new look and is super basic (button view)
* Speed, look and feel, and discounts seem to be the biggest issues
* Being able to up sale – suggestions – light history and what they buy and/or like – push technology – tied into the customer history and habits
* Kelly – mentioned eCommerce and the internal cart need to be easy enough to allow the salesperson to focus on the customer vs the system.
* What about parent attributes – they are only in eComm right now – Maybe spread them through the existing site more.
* Maybe some different modes – Invoice mode (custom) – Fast mode (quick and dirty)
* Settings – personal choices and what they want – corp level, location level, user level
* Dealing with buttons – how can we make those more dynamic and flowy…
* There is a trend that online is taking over brick and mortar – even expectations
* Being able to turn things on/off
	+ Payments, features, gift cards, loyalty, promotions, coupons
		- We do need to expand the coupons and promotions pieces.
	+ Maybe a quick way to get to the settings (they are somewhat spread over)
* There is soooooo much, sometimes that makes it tough – how can we limit it, yet make it available
* Kelly – eComm may be a great starting point – in the backend… that is a cheaper virtual salesperson
* There is a saying – mobile first – maybe we play with the same thing
* Ask yourself, how much do you purchase, order, or play online?
* Helping our clients be more cost effective by pushing things to an ecommerce type scenario
* There was some discussion on using one cart for both external (eComm) and internal – there are permission levels and functionality in the different carts – the idea is pretty cool, but we may need to look at it differently
* What is the feedback from our users – too many steps – overwhelming - I get lost – We would really love a one-pager to keep people in the same place.
* Marisa – too many clicks
* There is some history in how we got to where we are right now – what are the current/future expectations? Kelly – sometimes our past may be a cage
* Kelly – If we don’t think of our shopping experience from a customer expectation level, we may miss out
* We understand that the carts may be used differently – the more we can standardize the experience, the better.
* Maybe have Chuck do some mock-ups for both outside and inside carts
	+ Just an idea… when someone logs in, in eComm, let them choose a client login or a user login. Maybe even different pages, that might be hidden to the clients, but that sets who is using it (client or user). We use the same cart functionality.
	+ Maybe make the cart function the same to a certain point – getting things into the cart. Then, we split the functionality when doing fulfilment, payments, custom, etc.
* The background logic needs to exists and be available to all sides. Objects, models, services, data access options.
* Add to the cart without seeing the cart – then click and review when you are ready
* Simple stuff – similar to Square
* Super simple and you basically never leave – over and over again – the same thing
* People are expecting the Amazon type experience – searching and shopping and then showing what’s in the cart if needed
* We have some partway baked options – keep going
* We are thinking that the new cart needs to have Ajax type calls (one-pagers and asynchronous calls).
* To speed things up, hold and store all of the info that is needed vs looking things back up on the fly. There needs to be a balance between function and performance.
* Possible history of what is going on in the cart – it is all in session and unseen – what is added, edited, removed, changed, discounts, etc. – We would like to record the history of the live session.
	+ There is a thing behind the scenes that captures any cart that gets cleared.
	+ We need the blow by blow – actions – help prevent people from stealing – manager tools – cart history – helping to keep people honest
* On discounts – we need to catch a deeper level of what is being applied. Currently, we have to rely on the discount campaign. This is editable, stackable, and can’t be fully relied on.
	+ John and Brandon have had some discussions on this and we need to break the single line items into a one-to-many relationship with discounts that get applied and used.
* Who deals with the ROI and makes the business decisions?
* New year – if we are doing our own investment, what is our strategy? ROI? Who or what is our competition? Marketing and sales? Things are constantly changing. How are we keeping up?
	+ At this point, we know that the cart needs some loving and will help with future sales – we haven’t gone super deep on the research
	+ Kelly – having the research and reasons for what you do – objective data vs subjective data
* John – We need feedback from the reps and consultants that are on the street – Sometimes, we, as developer, are virtually in a cave.
* Making a virtual wish list of sorts… we want… we need… we like…
* Who are we catering to? Industry specific carts?
* Settings – turn things on/off, setup verbiage, setup functions and options, etc. Just for fun, we were talking about different modes: simple, detailed, customer based, user based, admin/manager based, etc.
* Chuck – Research – What do we currently have? What are the pain points? He loves to reach out and get real feedback – He then looks at what the big boys are doing (competition and those who are doing well) – Making lists of features based on what he is seeing. The last thing is the look and the feel.
* Maybe get Kelly, Chuck, Marisa, etc. on a sub call and talk about the experience. Amazon, food services, boutique, general POS, industry specific POS, custom, etc.
* Function vs fashion
* Chuck – Let’s go back to research – He is seeing 3 main types - eComm, button (quick), and invoice (detail style).
	+ Mixed input, devs, consumers, consultants, etc.
* We sell: items, big items, wholesale, serialized units, bulk items, time, services, deliveries, mixed
* Back to speed, back to full smart cart logic
* On research, asking for feedback from strategic clients – think of a work group or focus group – we have a number of different industries that we could pull from. – Possible free and good feedback.
	+ Structure the questions to get specific feedback – almost agenda type style but with a focus – looking for specifics.
	+ Diverse sampling – those who use eComm, Kush, Classic, etc.
* My vote – from Brandon – Let Chuck lead! We all have interest in this, but we let him lead out. Research, prototypes, plans, etc.
	+ Possible google doc to add from multiple sources
* We have a good team, with lots of options – Thank You!
* Totally random note, we have a bunch of great clients that are currently using our existing pieces and we can gain some good insight from what people are already doing.
	+ If we can optimize what already exists, we will gain there.
	+ There may be future meetings where we bring in the backend devs and server guys to help with optimization options.
	+ There are already some known slow pages – view cart, parts home, mmj cultivation, etc. If we fix those, people will be more satisfied – or they will say what is next in the list… :)
* Even through we have so many clients that have so many different needs, that may seem bad or hard to deal with, but really, what an asset. People use our system!
* Open communication – Let’s do this thing!!!