Store API: All Stores Use Cases

Story:
"As an API consumer, I should be able to retrieve the store attribute, feature and items sold data related to multiple stores so I can display them to customers."

Teams interviewed:

DIGITAL — Company Domain, API Consumer
FUEL — Company Domain, API Consumer
IT OPERATIONS — Company Domain, API Consumer
STORE — Company Domain, API Consumer

Personas

ROUTINE VISITOR — Name: Carla **Age:** 58 — Visits a store daily
TRAVELING FAN — Name: Norm **Age:** 47 — Visits at various times
LUNCH BREAKER — Name: Cliff **Age:** 28 — Visits a few times a week
FAMILY SHOPPER — Name: Diane **Age:** 43 — Visits a few times a month
UNIQUE PERSONA — An opportunity to define a new user group

Store
Legend: Identified Use Case / Potential Use Case / New Item Point / Major Use Case

Store API returns store information

Enabling Technology — Store API Fields

| Store Number | Store Name | Store Short Name | Store Status | Contact (Phone 1) | Contact (Order Phone) |

Back of Stage Team — Domains with identified use cases:
Digital / IT Operations / Fuel / Store

Impacted Personas — See Current Store Customer Personas (Dec 2017):
Routine Visitor / Traveling Fan / Lunch Breaker / Family Shopper / Unique Persona

Digital: Might be valuable as bulk data across all stores

Fuel: Data from all stores provides solid use cases (bank tests, upcoming third party integrations, et al)

IT Operations: There is an overnight maintenance process use case at the single-store level

Store: Third party systems and internal processes depend on store attributes

Personas: See Store Hours Use Cases service blueprint

Unique Persona: Contactless Consumer Relies on store for curbside purchases and home deliveries

Digital: Too complex for API via EDo at the single store level. Might be valuable in as a way to grab bulk data across all stores. A different system (Service Bus) may be more valuable and **Contactless**

Digital: Might be valuable as bulk data across all stores

Unique Persona: Contactless Consumer Relies on store for curbside purchases and home deliveries

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Features

Store API returns store features

| 3rd Party Delivery | ATM | Bakery | Curbside Pickup | In-store Pickup | Kitchen | Pay At Pump |

Back of Stage Team: Digital / IT Operations / Fuel / Store

Impacted Personas: Routine Visitor / Traveling Fan / Lunch Breaker / Family Shopper / Unique Persona

Digital considers delivery a critical path

Store: Third party systems and internal processes depend on store attributes

Unique Persona: Contactless Consumer ATMs of lesser value to contactless shoppers who prioritize delivery and curbside pickup

Unique Persona: Contactless Consumer Relies on store for curbside purchases and home deliveries

Digital considers delivery a critical path

Unique Persona: Contactless Consumer In-store pickup of lesser value to contactless shoppers who prioritize delivery and curbside pickup

Digital: Pickup and kitchen (like delivery) are potentially better served by different system

Digital considers delivery a critical path

Digital: Might be valuable as bulk data across all stores

IT Operations: Potential POS-use case. Addressing a POS keyboard use case would be a major overhaul involving multiple teams

Fuel: Data from all stores provides solid use cases (bank tests, upcoming third party integrations, et al)

Potential impact: **Lunch Breaker** and **Family Shopper** personas

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Items

Store API returns data related to store items

| Alcohol | Diesel | Donuts | Pizza | Pizza (Evening) | Pizza (Noon) | Sandwiches (Breakfast) | Sandwiches (Made-to-order Subs) | Sandwiches (Prepared) | Sandwiches (Signature Subs) | Soft Serve Ice Cream | Tobacco |

Back of Stage Team: Digital / IT Operations / Fuel / Store

Impacted Personas: Routine Visitor / Traveling Fan / Lunch Breaker / Family Shopper / Unique Persona

Digital receives this data from Pricebook

Store: Third party systems and internal processes depend on store attributes

Personas: See Store Hours Use Cases service blueprint

Unique Persona: Contactless Consumer Relies on store for curbside purchases and home deliveries

Digital: Might be valuable as bulk data across all stores

Fuel: Data from all stores provides solid use cases (bank tests, upcoming third party integrations, et al)

Unique Persona: Contactless Consumer Relies on Casey's for curbside purchases and home deliveries

IT Operations: Potential POS-use case. Addressing a POS keyboard use case would be a major overhaul involving multiple teams

IT Operations: Potential POS-use case. Addressing a POS keyboard use case would be a major overhaul involving multiple teams

Unique Persona: Contactless Consumer Soft Serve Ice Cream of lesser value to contactless shoppers who prioritize delivery and curbside pickup

Digital: Like alcohol, this (like receives via Pricebook this should be confirmed)

Potential impact: **Routine Visitor**, **Traveling Fan**, **Family Shopper**, **Consumer** personas