

Development Roadmap

for Cloud POS & Ecommerce in 2021

citruslime

Where Are We Now

- Citrus-Lime provide a best of breed **End-to-End cloud retail solution** for selling high value seasonal branded goods.
- Our ability to deliver a fully-integrated, multi-store retail platform (with integrated Click & Collect [C&C]) in a Cloud package, at the price point we hit, is Globally Unique.
- We meet the needs of the modern consumer (start shopping on a mobile, complete in store via C&C or online), and we are the only people who can do this without extensive, high-risk, bespoke integration (on a Cloud-based product).
- The standardised nature of our product, and lack of complex bespoke integrations, gives our customers a competitive advantage over those attempting to integrate various third party products.
- Our pace of R&D has been rapid, but our success is allowing us to increase the pace of this expenditure.

What Needs to Improve

- Whilst our functionality is outstanding, our product suffers from glitches and performance problems. These can understandably cause major frustrations for our customers. We believe we've made good progress addressing this in Releases (especially over the last two years), but more work is required.
- The ecommerce platform does not give our customers enough control over content. This makes relatively straight-forward content changes, at times, a frustration.
- The ecommerce platform's front end performance can be glitchy. At times it renders pages faster than nearly all other platforms but, under load, this performance can be unpredictable (and that needs to change).

Investment in Your Platform

- Cloud POS and Ecommerce was created by a team of 4 x Developers
- Now, we are are 10 x F/T Developers + 2x F/T Testers
- A complete rebuild of development processes, team management and methodology over 2019 inc.
 - Cloud First Deployments to Azure
 - Extensive programmatic testing = better reliability, less bugs
 - All new projects via cutting-edge .Net Core 3.0
- R&D spend is close to **£500,000** in 2020 (calendar year).

Strategic Goals

- To evolve our product into a globally-recognised, best in class system for selling high value, seasonal, branded goods;
- To make localisation at the core of all our developments, we must support different languages and currencies;
- To build a product which is reliable and scalable enough to process £1.5 billion of transactions per annum;
- To give more control over ecommerce site content to our customers;
- We will make the platform truly multi language and multi currency, so we can take our product outside of the UK and Ireland.

Cloud POS – Objectives for 2021

- **Reliability & Speed of Updates**

If our product has one competitive weakness, it's the speed and structure of its initial development and, therefore, the number of minor bugs. We will build Automated Testing to ensure we can work to a fortnightly release cycle, and greatly improve the perceived quality of our offering. This work is already well progressed.

- **User Interface and Speed**

We will implement a Mobile First user-interface across the Back Office & POS. This will greatly improve the responsiveness of our product whilst maintaining the outstanding functionality. This work has yet to start. Our target is to make every page load in 25% of the current average time. This will save 1000's of people-hours across our customer base in the coming years.

- There will be little-to-no change to processes or workflows, simply a faster, more intuitive interface.

Ecommerce Team Objectives 2021

- Customer Rewards 2.0
 - Rewards greatly reduces discounting, improves margins and drives up the number of transactions each customer makes. However, our dealers don't use it's full functionality, as such we will :
 - Greatly increase the ease of use (of the cumbersome back office) to make it simpler to manage customer accounts and Rewards Promotions. We also want end users to be able to control how they are notified and contacted about Rewards Points, allowing fine-grain control of notifications across Email, SMS & Web browser Notifications. This work is already well progressed.
 - For Ecommerce Sites using Rewards, Launch an integrated promotions and personalisation engine code named 'Snap Back' the objective being to allow targeted product groups and promotions to be delivered to the end user. We want to bring all promotional tools in the ecommerce platform into one place for our retailers and their end customers
 - This project is approximately **60%** complete.

Core Ecommerce Platform

- We will launch a new Basket (cart) page. This work is completed and in testing. It provides a much improved experience on mobile.
- We will overhaul the product, Find & Filter (search/listings) and homepages of our platform. Our objective will be to massively increase the speed of the pages, allowing us to deal with much higher volumes of users at peak times. This will decrease mobile bounce rates, and increase search rankings.
- We will increase the amount of control customers have over their sites, particularly allowing control over the homepage. We want to decrease the number of times our customers need to reach out to Citrus-Lime when they want their site changing.
- We will implement a simple, lightweight headless CMS (Content Management System) which allows our customer to control more content without our direct help.
- We will make significant performance improvements to the Item Edit screens in Cloud Merchant Tools, thus increasing the amount of work each Listings Team member can make.
- We will improve our Data Layer so customers can make use of external conversion rate optimisation and personalisation tools.

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