

OVERVIEW OF EMERGING IMPACT

Time Horizon

ImmediateMid-termLong-term

Key Trends driving Impact

Consumer of the Future

New Retail Model

Automation & Data

Future-proofed Supply Chain

Growth Drivers

- Rise in digital marketplaces:** Fuelled by the global pandemic, digital channels and platforms such as web-based applications has become increasingly important to be incorporated into retailers’ business operating model, companies are adapting their business model. This calls for retailers to establish or enhance brand presence in digital marketplaces. With that, this has given rise to the need for full-stack developers within the retail footprint in order to effectively develop and manage these digital channels and platforms.

KEY RESPONSIBILITIES

The Full Stack Developer is responsible for developing and maintaining customer-centric digital platforms from front-end user experience to backend service frameworks, in order to support retail business and operations. This includes the design, implementation and delivery of web and/or mobile applications. The Full Stack Developer has to constantly learn programming languages that assist in the development and maintenance of the web and/or mobile applications.

Critical Work Function	Key Tasks
Develop Customer-centric Digital Platforms	<ul style="list-style-type: none">Participate in full software development lifecycle (SDLC) – conceptualisation, design, testing, launch and aftercare supportDesign overall architecture of the web applicationsCollaborate closely with UX/UI team to design frontend applications using latest technologiesDevelop integrations with backend APIs and external data sourcesDocument architectural aspects of software applications including requirements, design, implementation of the system, risks and alternative solutionsCollaborate with key stakeholders to drive key technical decisions for design, development and implementation of software

Critical Work Function	Key Tasks
Maintain customer-centric digital platforms	<ul style="list-style-type: none">• Prepare test plans on System Integration Testing and User Acceptance Testing to ensure robustness and quality of applications• Perform maintenance tests to ensure quality and responsiveness of applications• Keeping up-to-date on the current developments in web development, learning about emerging concepts on full-stack development in web applications and programming languages• Identify areas of improvements and propose new development solutions to ensure functional software• Collaborate with backend developer, designers and product owners to constantly improve customer experiences within applications

Key Skills and Competencies	
Technical Skills and Competencies	Critical Skills and Competencies
<ul style="list-style-type: none">• Agile Software Development• Application Development• Consumer Intelligence Analysis• Database Administration• Media Data Management• Mobile Apps Marketing• Programming and Coding• Software Testing• User Experience Design• User Interface Design• Website Design	<ul style="list-style-type: none">• Creative Thinking• Collaboration• Digital Fluency• Problem Solving• Adaptability