

THE HAKUNA MATATA WALLET

Point Use Efficiency:

Define Efficiency

- the ratio of the points spent to the points earned+current balance
- anything over 0.5 is efficient
- anything under 0.5 is not efficient

Reminders

- if under 0.5 then reminder once a week
- if under 0.2 then reminder twice a week

Curation of Personalized Deals

- for everyone, Today's Deals (app), Deals Page (website) would be curated based on customer stats and past spending

Variables	Explanation
PS	The amount of points spent by the customer previously.
PE	The amount of points earned by the customer.
CB	The customer's current balance.
R	The calculated value (ratio) for efficiency.

