

The Design Process

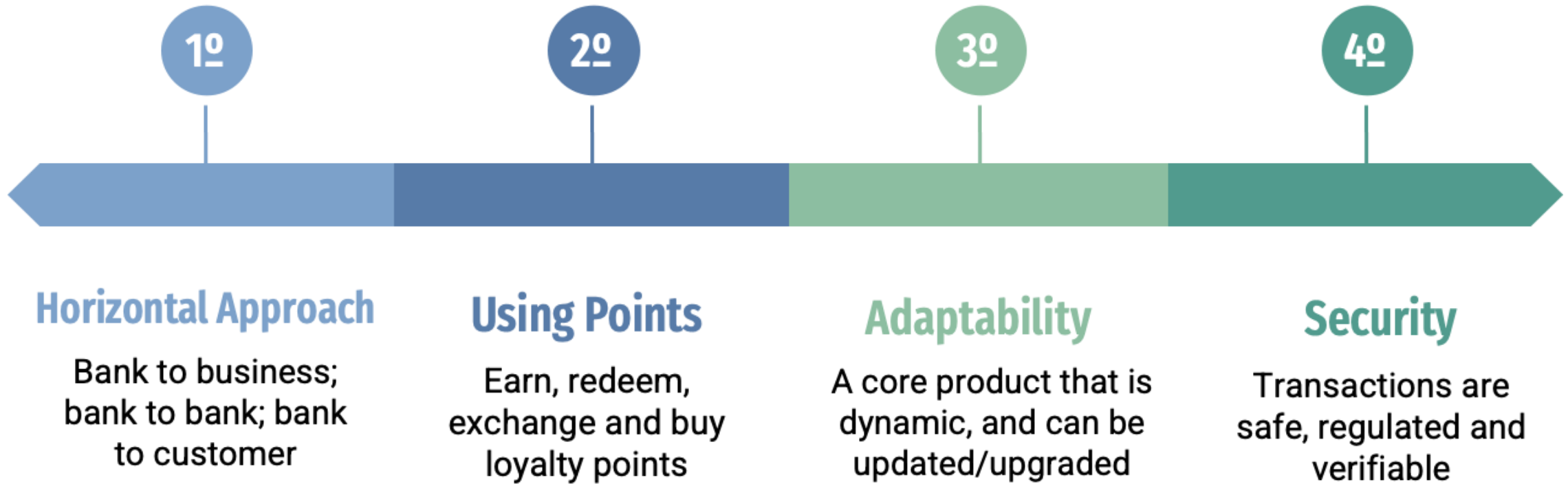
Creating a new definition of loyalty reward program for banks, big companies and small businesses

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Empathize

Client Needs Identification



Problem Statement

“We need a novel, horizontal approach to loyalty rewards that is safe, adaptable, and diverse. This program should target financial institutions and allow for a broad range of cross-business and business-to-customer connections.”

Benchmarking

Points.com

- User to user point exchange
- Minimal bank involvement

PC Optimum

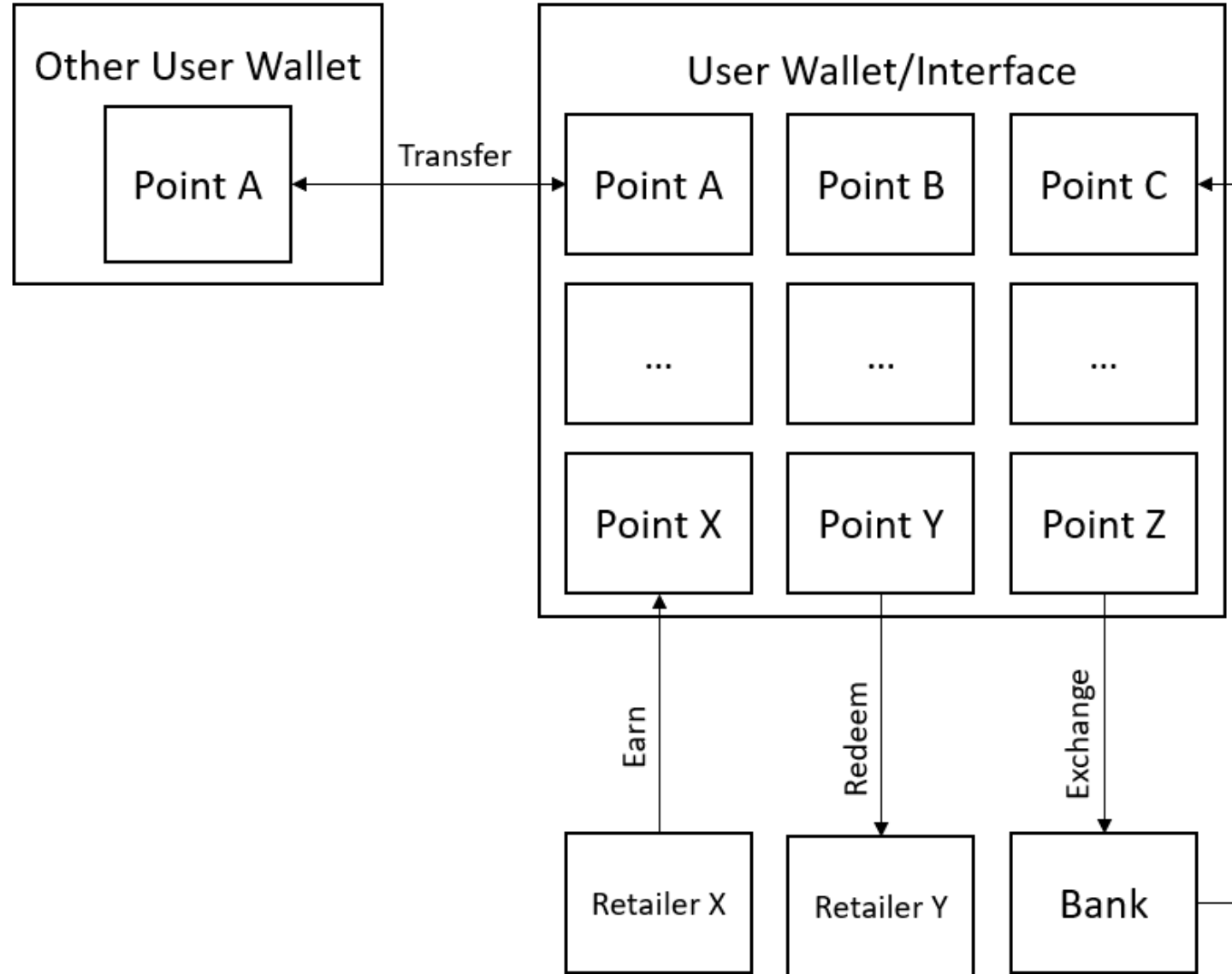
- Partners with brands like Esso to exchange points for liters of gas

Marriot Bonvoy

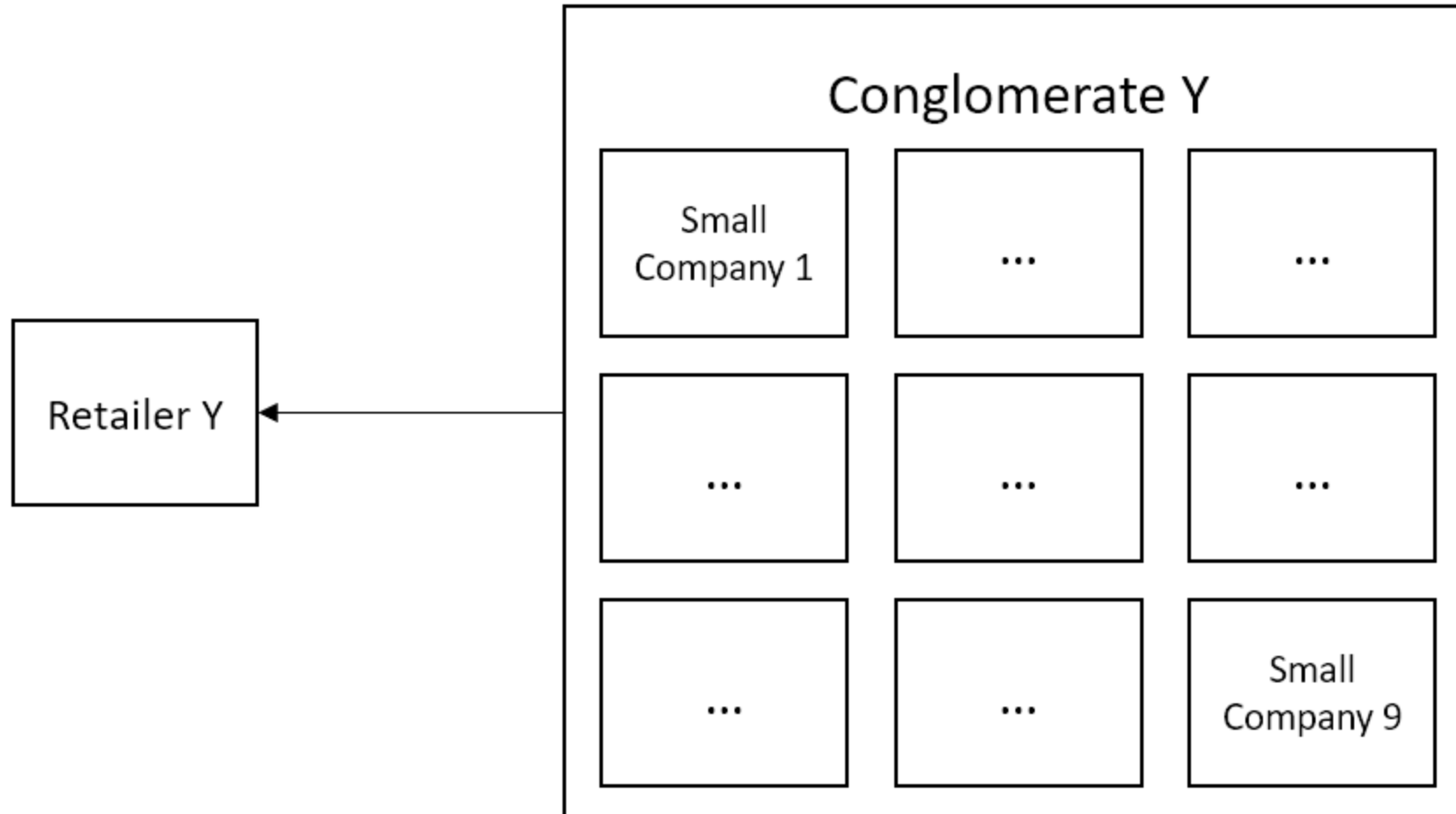
- Annual fee
- Can cash out points

Bank of America

- Tier based system based on account balance
- Tier-based rewards system



What about Small Businesses?



Prototype

The App

- Simple theme
- The app is functionable
- Connects to the website



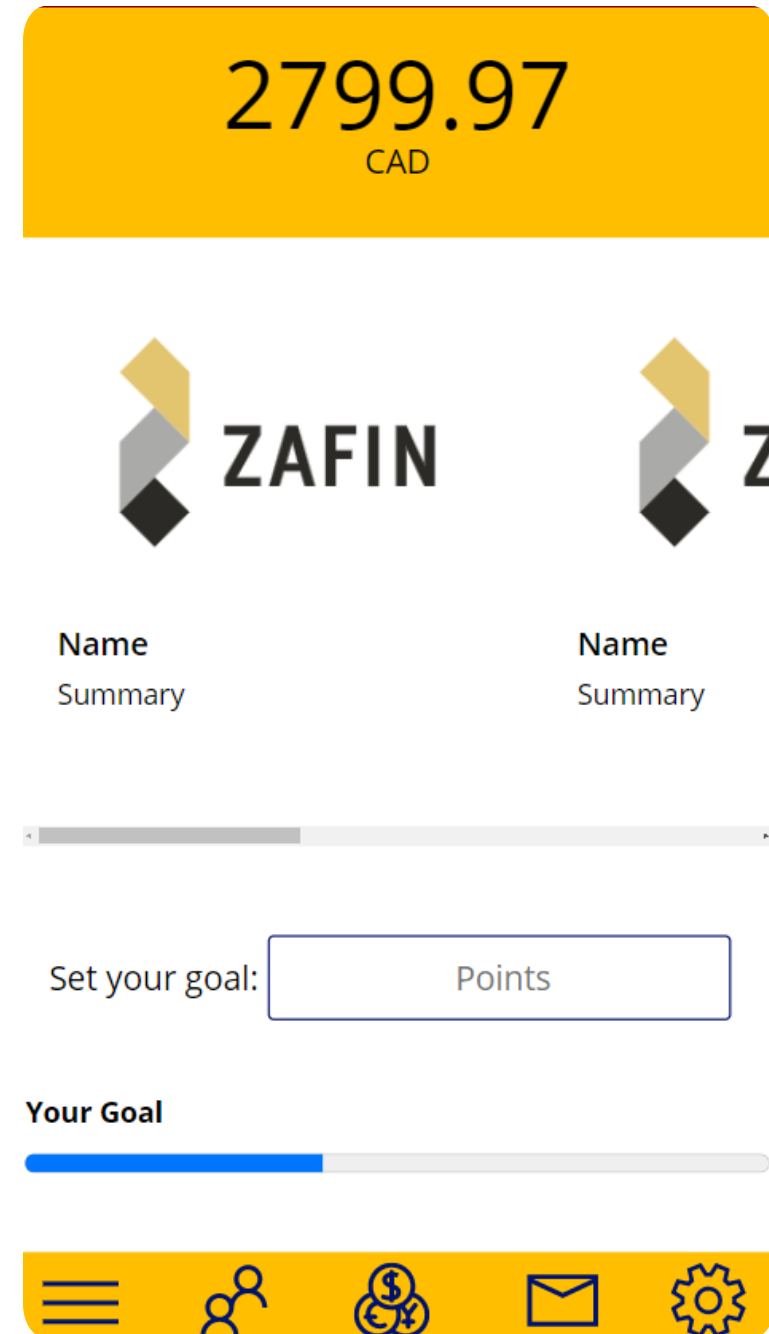
User Name

Password

Login

The App's Home Screen

- Advertisement system
- "Set your Goal" system
- Showing CAD



Overview of the App

Problems Faced

- Connection to wallet
- Showing total points from SharePoint
- Login page

Pros & Cons

- Easy to make
- Background coding



Error : Password
and User Name



The Website

Why?

- Integrated with the app
- Ease of access
- Broader connection

ZAFIN



The Website: Power Portals

PROS

- Connected to CDS
- Similar functions as Power Apps
- No code/Low code

Problem: Not authorized

Start from data



Dataverse



SharePoint



Excel Online

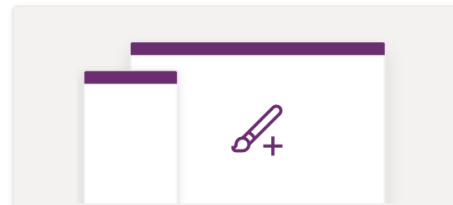


SQL Server



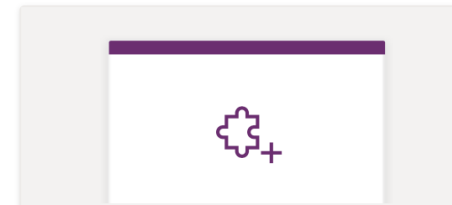
Other data
sources

Make your own app



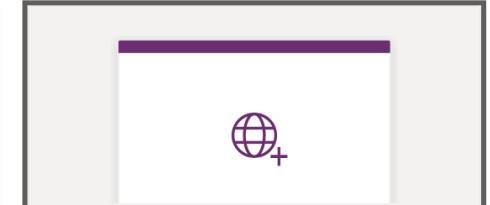
Canvas app from blank

Canvas app



Model-driven app from blank

Model-driven app



Portal from blank

Portal




You don't have appropriate permissions to create a portal in this environment. Try selecting another environment or [create new environment](#). If that doesn't help, contact your global administrator. [Learn more](#)

The Website: Wix

Pros:

- Very user friendly for the basics
- Free
- Immediately functional
- Plethora of options



oaidan406

My Wallet

Conversion

My Account


Your Points:

Set your goal:

Set Cancel

Recent Transactions:

Item	Value	Current Points	Date
Point Transfer from Marriot	1200	2670	29/11/2021
Point Redemption	50	1470	15/11/2021
Starbuck's Coffee	80	1420	10/11/2021




oaidan406


My Wallet

Conversion


My Account



Tim Horton's
Number of Points:
100



MacDonald's
Number of Points:
120

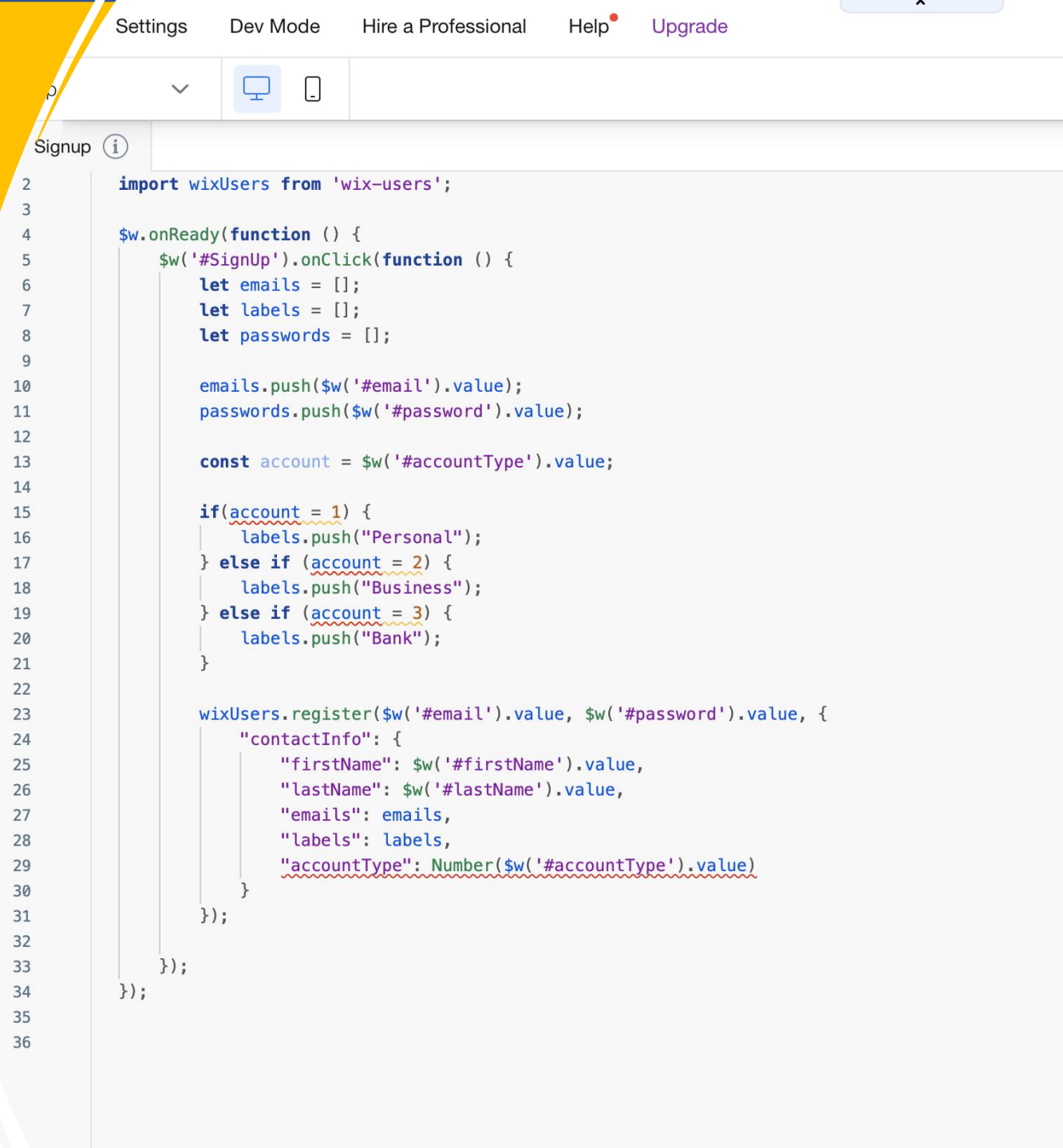


Starbucks
Number of Points:
80

The Website: Wix

Problems:

- Coding
- Couldn't do:
 - Transfer, Redeem, Convert
- Cannot connect with SharePoint



The screenshot shows a Wix code editor interface. At the top, there are navigation links: Settings, Dev Mode, Hire a Professional, Help, and Upgrade. Below these are icons for desktop and mobile views. The main area displays a code file named 'Signup' with the following JavaScript code:

```
import wixUsers from 'wix-users';

$w.onReady(function () {
  $w('#SignUp').onClick(function () {
    let emails = [];
    let labels = [];
    let passwords = [];

    emails.push($w('#email').value);
    passwords.push($w('#password').value);

    const account = $w('#accountType').value;

    if(account = 1) {
      labels.push("Personal");
    } else if (account = 2) {
      labels.push("Business");
    } else if (account = 3) {
      labels.push("Bank");
    }

    wixUsers.register($w('#email').value, $w('#password').value, {
      "contactInfo": {
        "firstName": $w('#firstName').value,
        "lastName": $w('#lastName').value,
        "emails": emails,
        "labels": labels,
        "accountType": Number($w('#accountType').value)
      }
    });
  });
});
```

Website: what's next?

If given more time....

- Fully interactive
- Different user roles/account types
- Fully integrated with app
- Marketplace for businesses to place redeemable offers

For this project, no website will be used

- Too complex to get it looking AND working well in this amount of time

Conversions

Points ▾	CAD Value ▾
3000	\$30.00
4000	\$40.00
5000	\$50.00
2000	\$20.00

SharePoint List

- Input number of points to redeem



	A	B
1	Points ▾	CAD Value ▾
2	2000	\$ 20.00
3		
4		

Excel Sheet

- Updates existing row with new value
- Applies conversion rate to points



Amount of Points to Convert

Points	CAD Value
2000	20

Power App

- Displays table data
- Feature that allows points entered to be instantly converted

Redeeming Points

Redeem Amount ▾

100

200

300

250

50

	A	B
1	Transactions ▾	Total ▾
2		30000
3	100	29900
4	200	29700
5	300	29400
6	250	29150
7	50	29100

Transaction History	Total
	30000
100	29900
200	29700
300	29400
250	29150
50	29100

SharePoint List

- Input number of points to redeem

Excel Sheet

- Value gets deducted from user's total amount of points
- New point total gets calculated

Power App

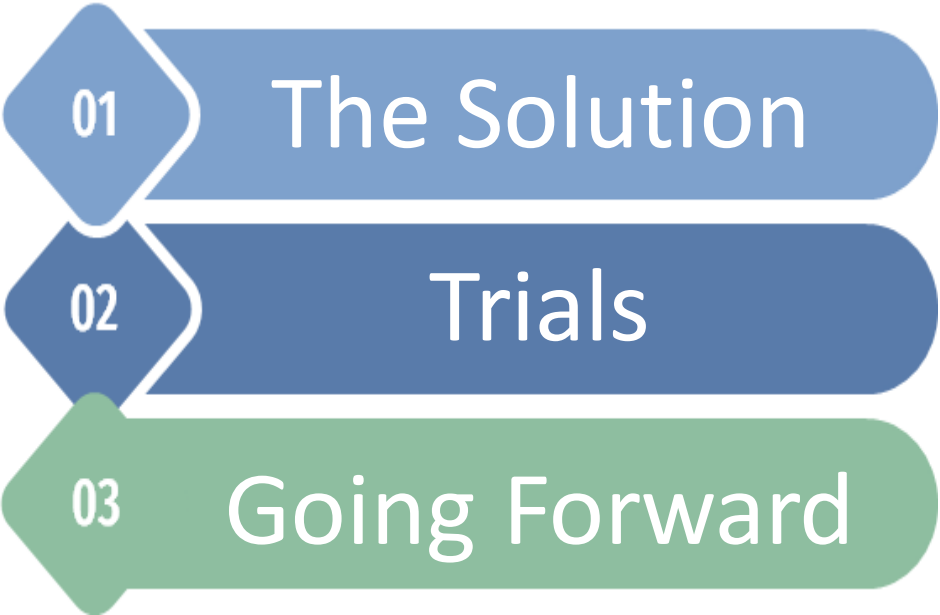
- Displays user's transaction history
- Shows new updated point total

Point Type ▾	Amount ▾	Exchange Rate ▾	CAD ▾
Point C	10	2	20
Point D	100	2	200
Point E	70	0.1	7
Point F	500	5	2,500
Tax	59	1.13	66.67
Test points	9	0.7	6.3



Point Type ▾	Amount ▾	Exchange Rate ▾	CAD ▾
🔗 Gifted points	10	0.5	5
🔗 Test points	9	0.7	6.3

Point Transfer



Lessons Learned

App

- It is much easy to transfer a system from one power app to another power app (the screen name must be the same otherwise the system won't work based on the background coding.)

Wallet

- Sometimes it's best to prototype individual components completely isolated from the rest of the system – rather than producing a UI from scratch, the wallet was prototyped through SharePoint lists

Conversions

- SharePoint lists are not able to make changes to other SharePoint lists
- Each new conversion rate needs to be created in a new SharePoint list
- Flows need to be implemented in order to connect SharePoint lists

Website

- If someone is taking too long to do something, it's best to search for another solution and take matters into your own hands.

Next Steps

- Integrate the functioning conversion rate features into the app
- Implement feature that allows new businesses to enter in their own conversion rates
- Bug fixes with point transfers, making sure the app stays connected to the database
- The app will focus more on the functionality for customer experience and combining the system of transferring
- Try to make a Power Portal with a personal subscription

The End

Thank you for listening!
Any questions or
comments?

