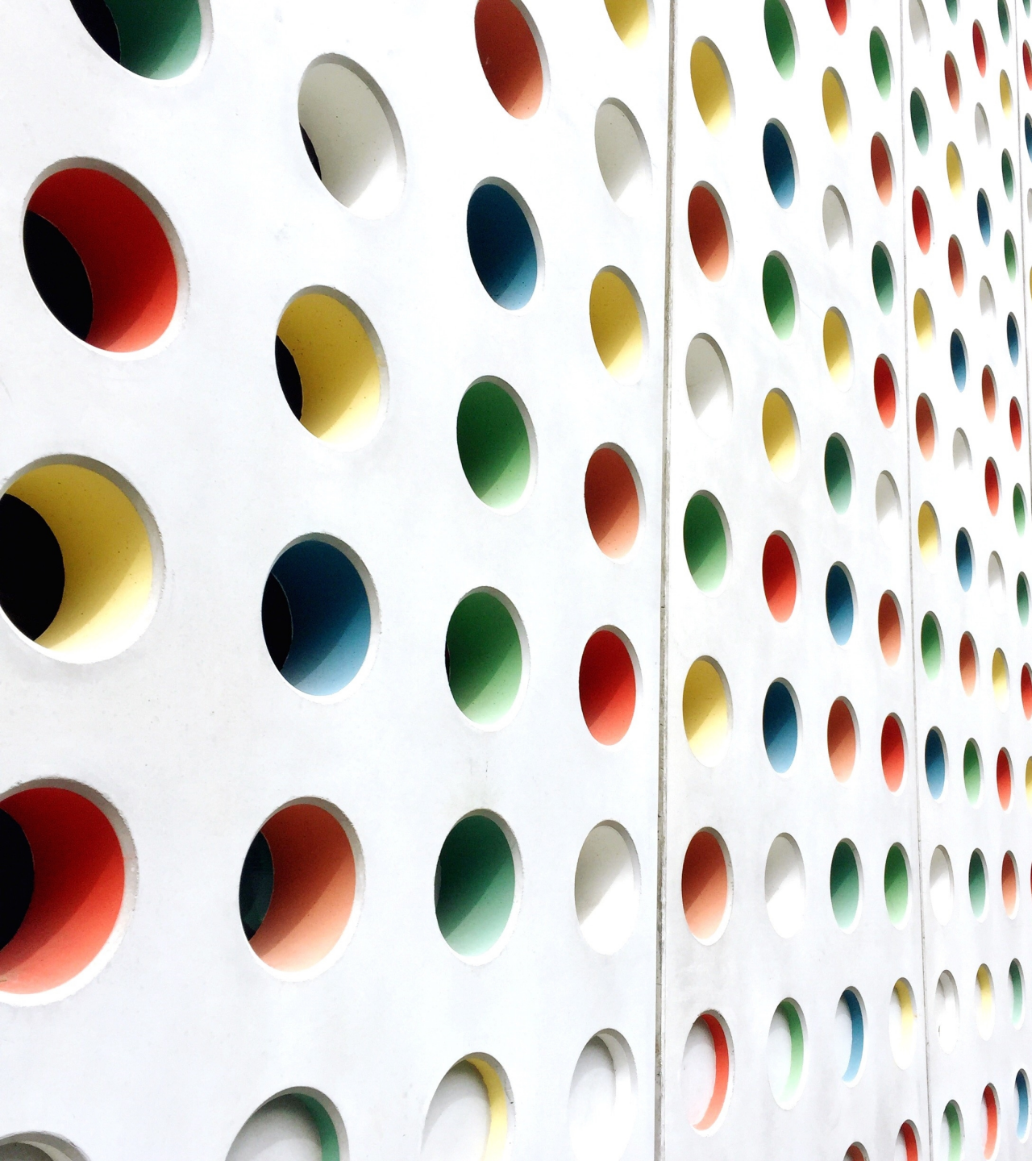


Wallet XVII

PROJECT PRESENTATION

GROUP 17

ADITYA MUKHOPDHYAY

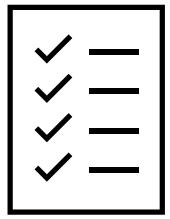
AYO OLADIPUPO

BAILEY WATSON

ETHAN MUMFORD

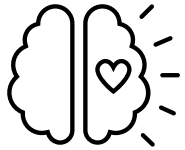
YANG PENG

Agenda



1. Design Thinking Process
2. Next Steps
3. Benefits
4. Lessons Learned
5. Questions

Design Thinking Process



EMPATHISE

- Learn about the client you are designing for, and understand their feelings and motivations

For Zafin, this includes:

- Democratizing Loyalty Programs
- Accessible, cloud-based platform

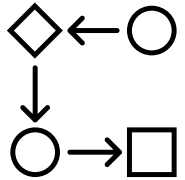
ZAFIN

Design Thinking Process

DEFINE

- Identify and prioritize customer needs
- Generate a Problem Statement:
  - *"Existing Loyalty Programs are currently confined to operating between major banks and corporations, thus prohibiting smaller businesses from participating. A cloud-based platform that allows the democratization of Loyalty Programs by making them more accessible to smaller businesses is required."*
- Perform Benchmarking to identify existing products

Design Thinking Process

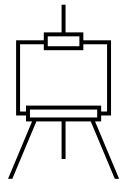


IDEATE

- Create and prioritize Design Criteria
- Identify a Functional and Non-Functional Requirements
- Generate Constraints and Metrics
- Build Sub-Systems

Specifications	Importance	Solution 1	Solution 2	Solution 3
Functional Requirements				
Software should be cloud-based	5	3	3	3
Should allow storage of loyalty points	5	3	3	3
Should allow exchange of loyalty points between ecosystem partners	4	3	3	3
Should allow users to redeem loyalty points	4	3	2	1
Must generate profit	5	3	3	3
Should provide insights on use of points	5	3	2	1
Should allow exchange of loyalty points between end-users	4	3	3	3
Should allow users to convert points to cryptocurrency	1	1	1	1
Non-Functional Requirements				
Should be high security	5	3	3	3
Should be customizable by each bank/client	2	3	2	1
Should have simple, visually appealing UI	3	2	2	2
Should be customizable by end-users	1	1	1	1
Should be easily accessible by ecosystem partners and end-users	4	3	2	1
Should support multiple languages	1	2	2	2
Total		**36**	**32**	**28**

Design Thinking Process



PROTOTYPE I

C Program

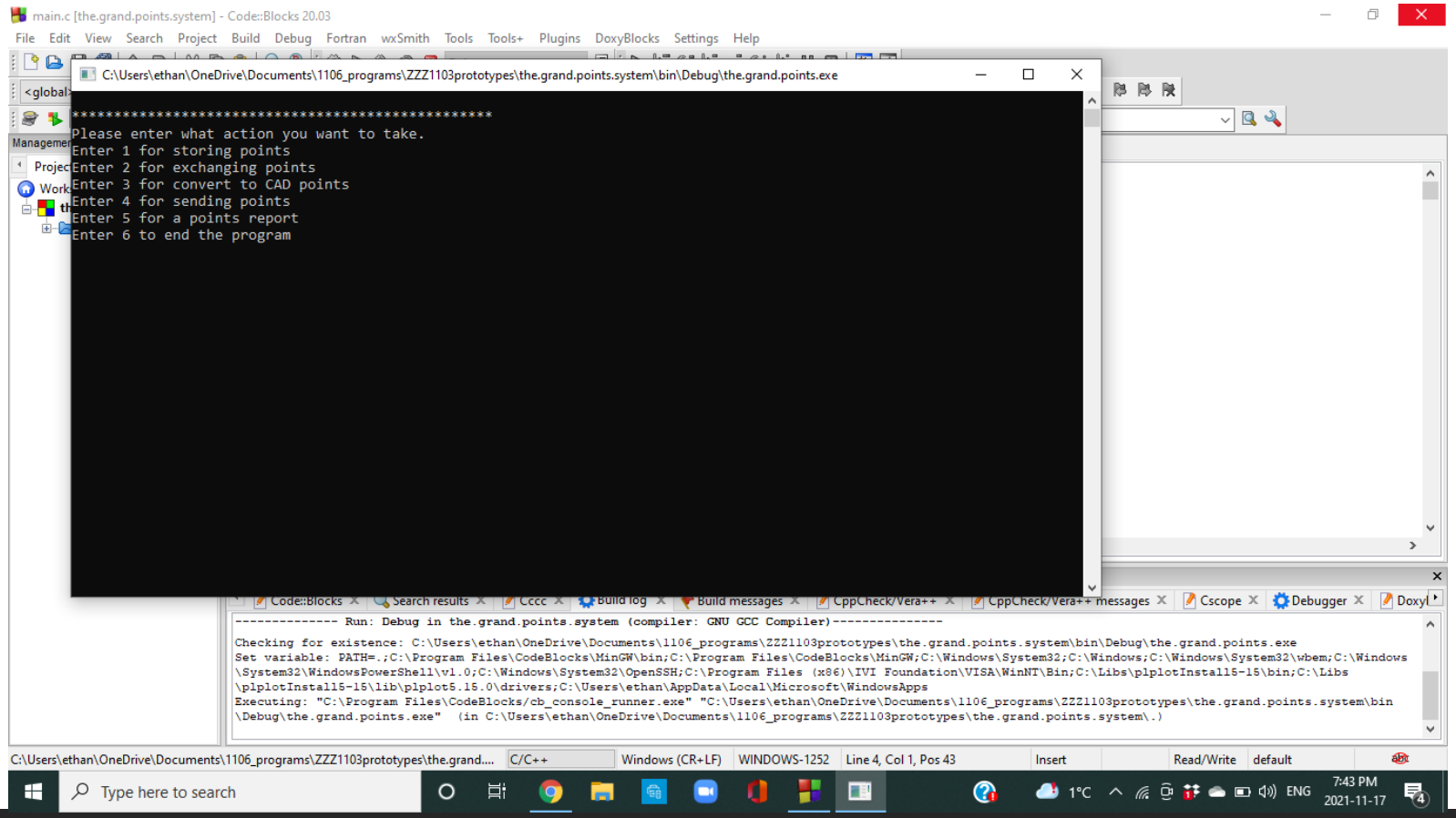
- Low-fidelity
- Test Programming Logic
- Test functionality

WIX Website

- Interactive User Interface
- Test User Experience

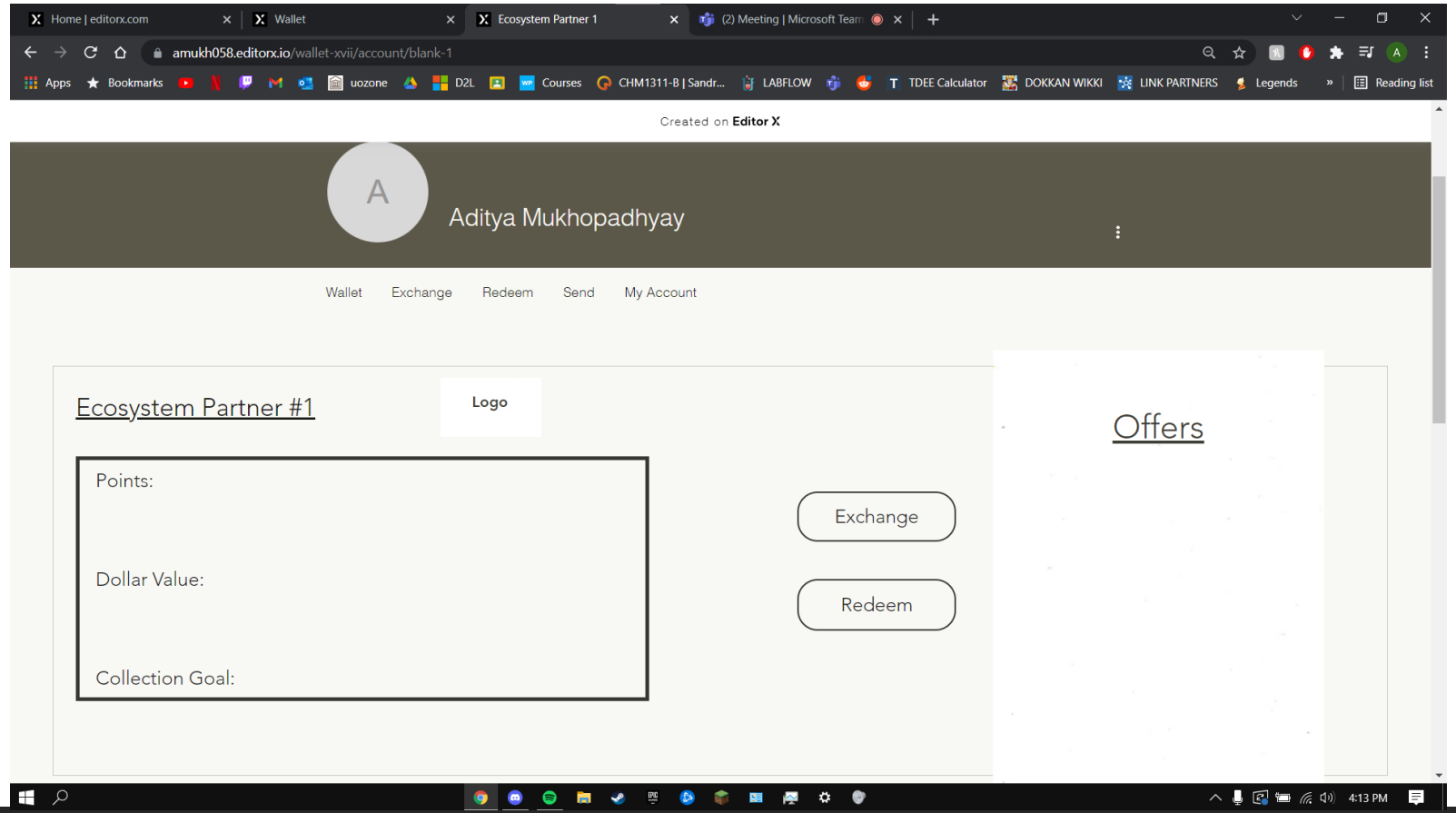
Design Thinking Process

PROTOTYPE I – C PROGRAM - STARTUP



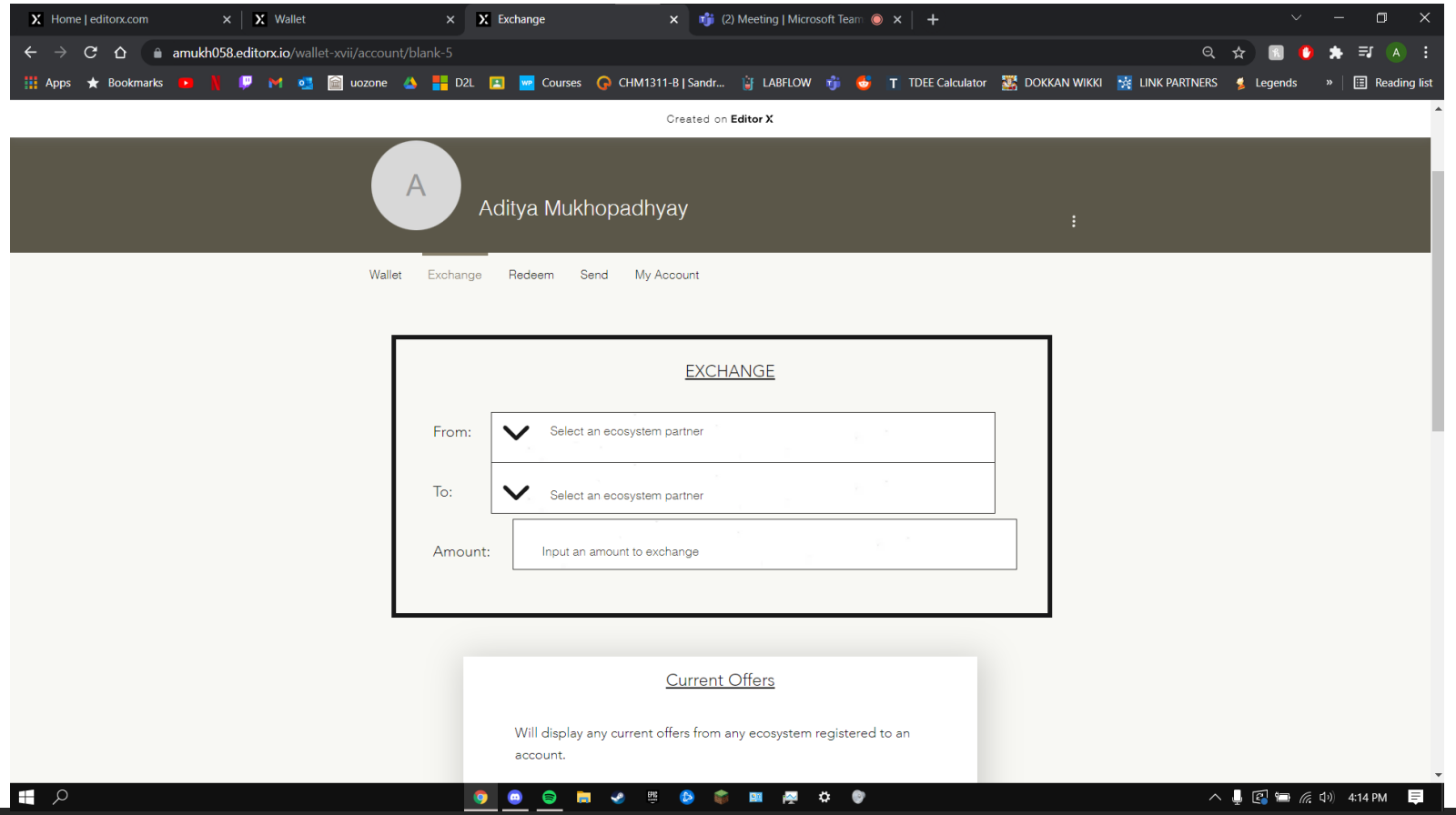
Design Thinking Process

PROTOTYPE I – WIX WEBPAGE – WALLET



Design Thinking Process

PROTOTYPE I – WIX WEBPAGE – EXCHANGE



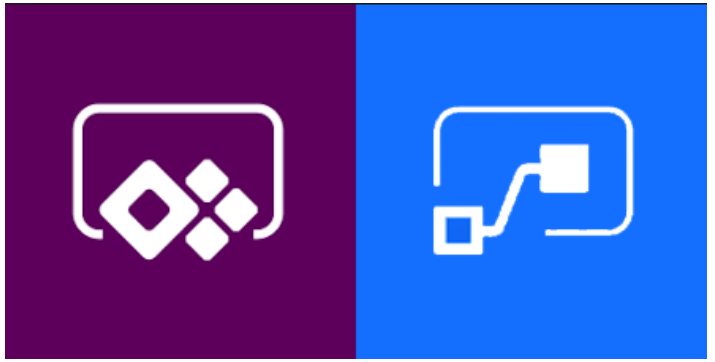
Design Thinking Process

PROTOTYPE I - TESTING

Test Parameter	Test Result (Next Iteration)
User Interface	Modify Layout
Programming Logic	Need to combine C sub-programs for insights

Design Thinking Process

PROTOTYPE II



MS Power Tools

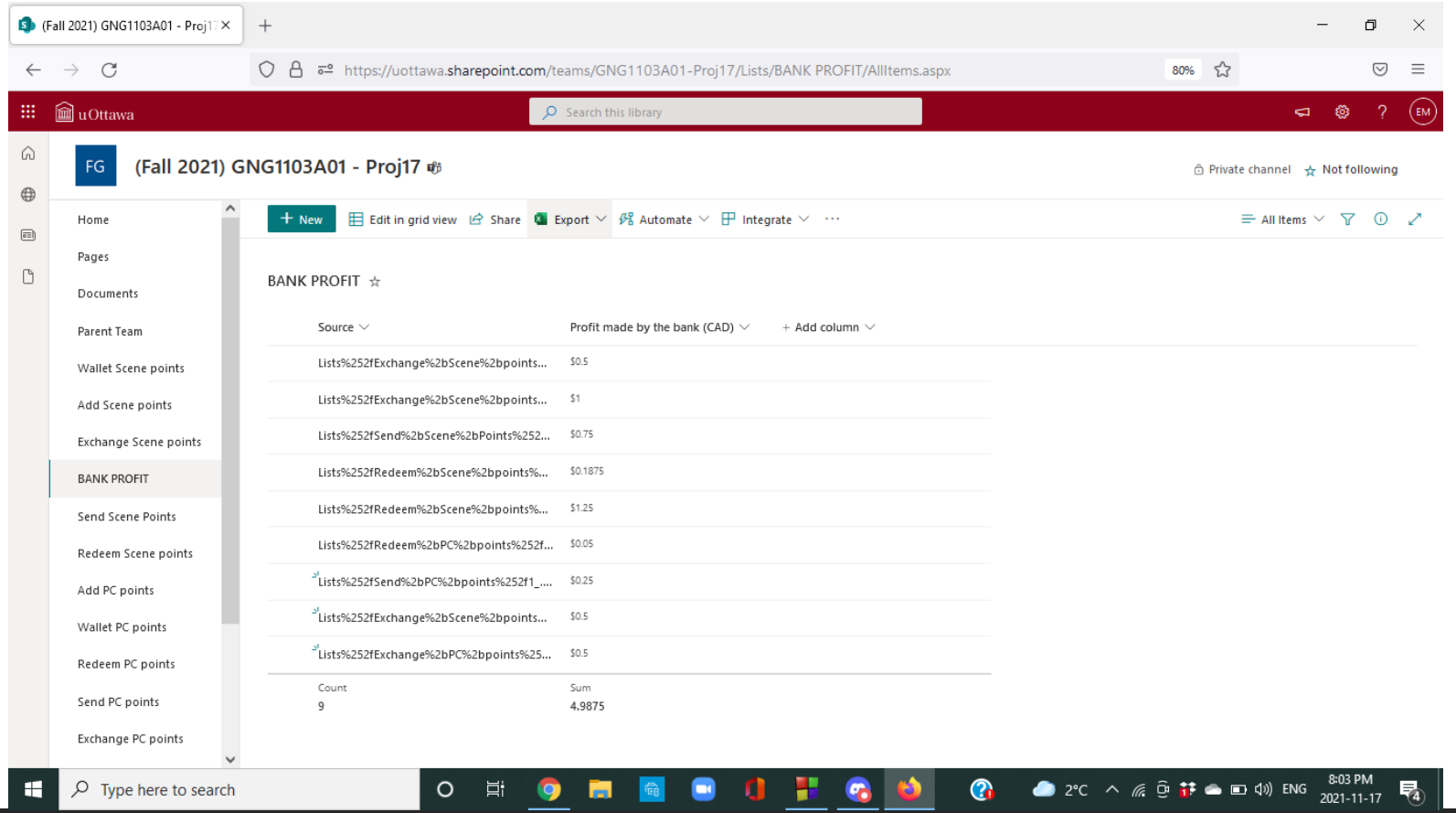
- One SharePoint List per Sub-System
- Power Automate for streamlined Operation
- Did not use Excel tables

WIX Website

- Perfect User Experience
- Display Embedded Power Apps

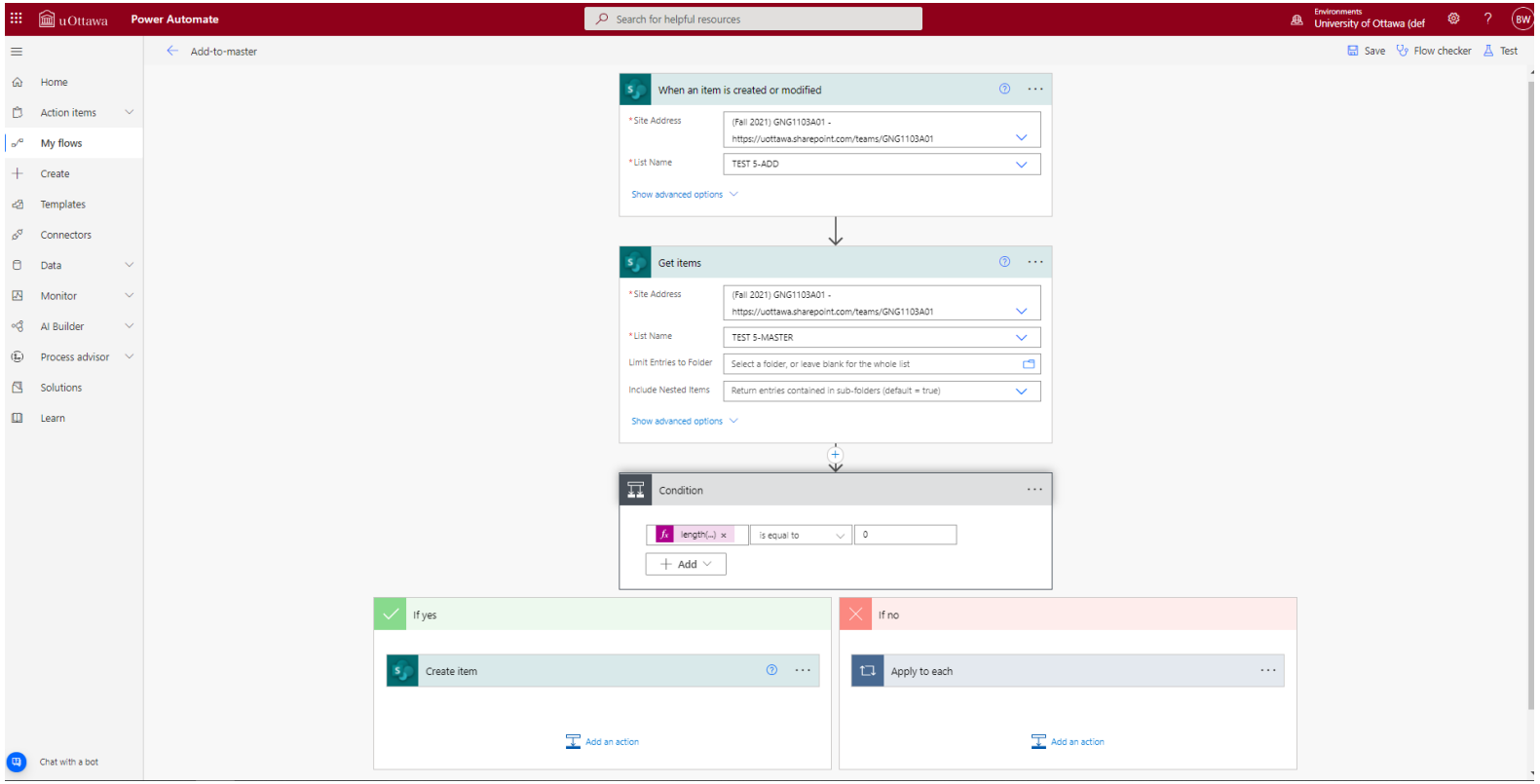
Design Thinking Process

PROTOTYPE II – SHAREPOINT LIST



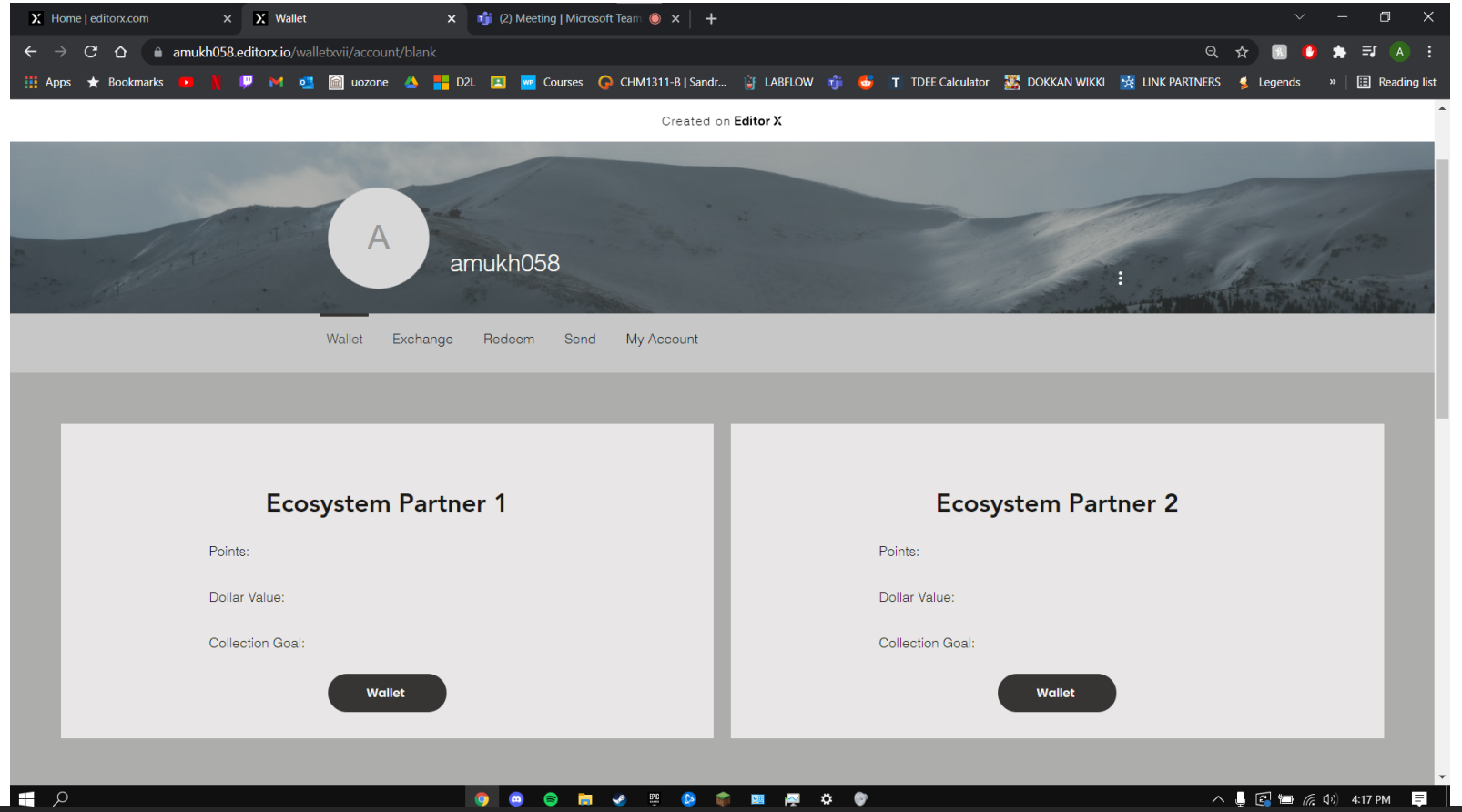
Design Thinking Process

PROTOTYPE II – POWER AUTOMATE FLOW



Design Thinking Process

PROTOTYPE II – WIX WEBPAGE - WALLET



Design Thinking Process

PROTOTYPE II - TESTING

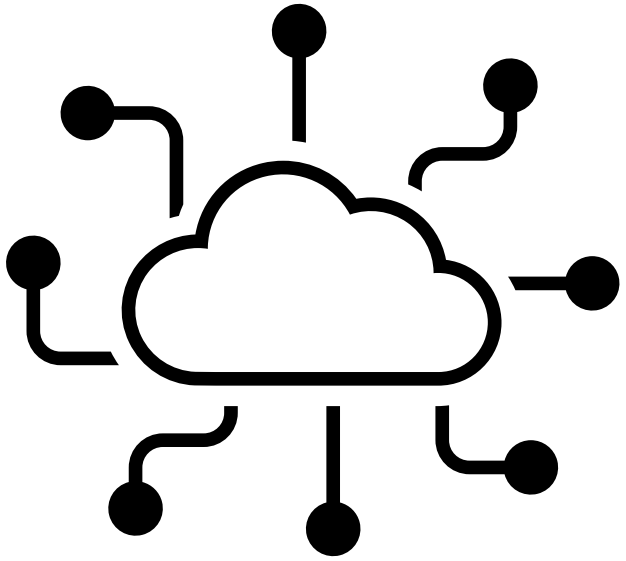
Test Parameter	Test Result (Next Iteration)
WIX User Interface	No Change
Power App display method on Webpage	Use HTML iFrame function
Power App Integration	Refine Flows in Power Automate
PowerApp UI	Modify PowerApp UI to suit application

Design Thinking Process

PROTOTYPE III

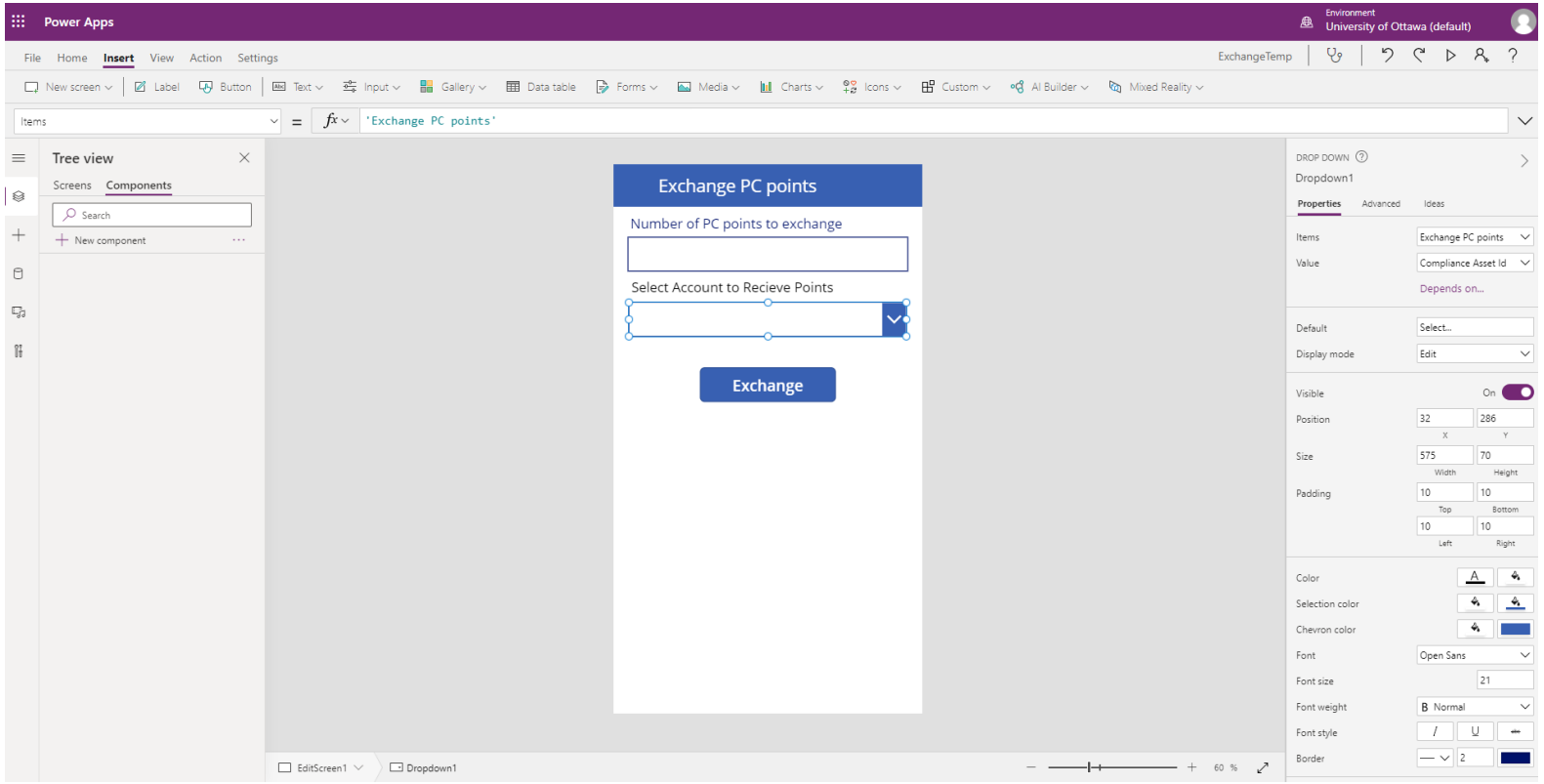
Combining Pervious Prototypes

- Single, combined platform
- Comprehensive solution
- Facilitate Access



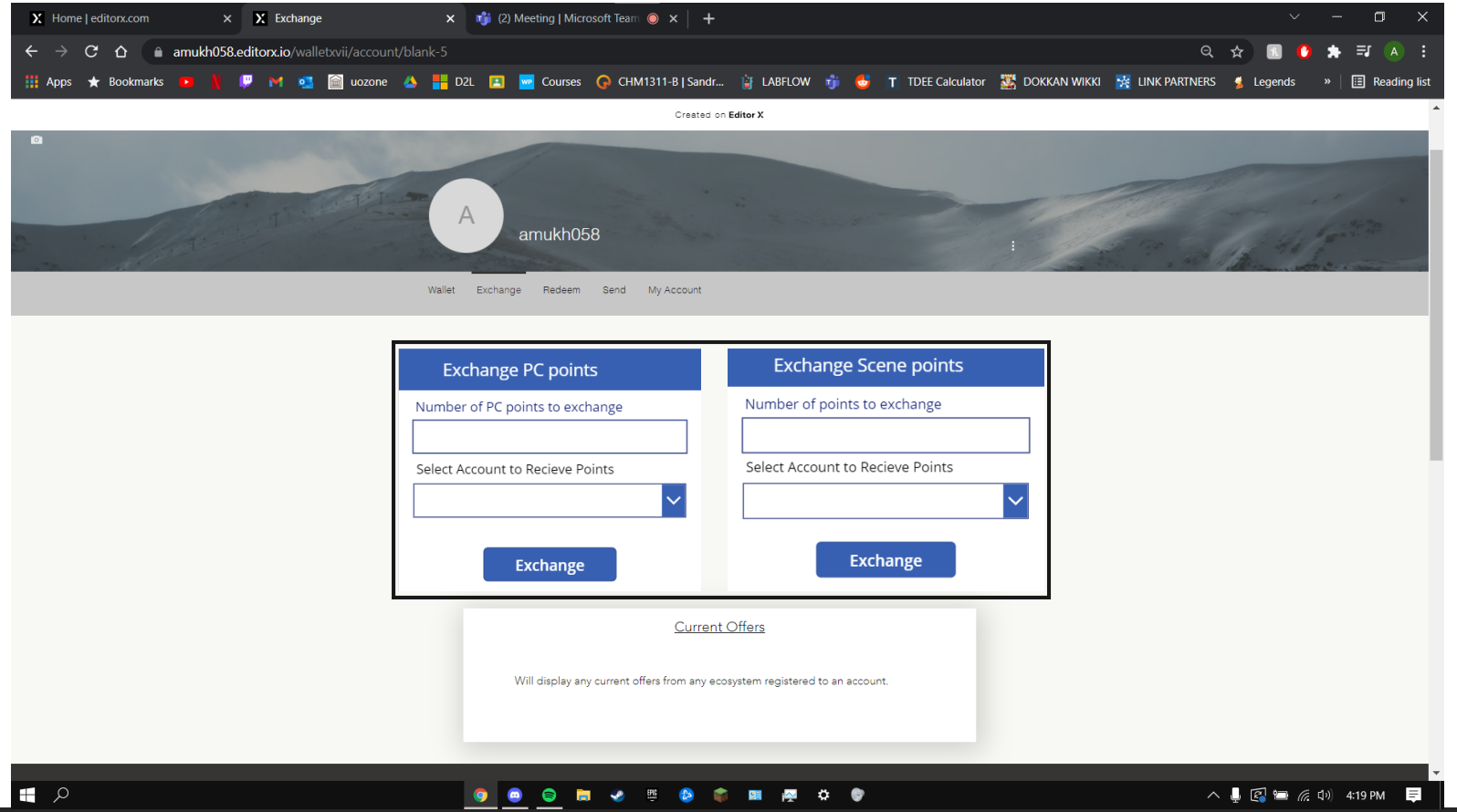
Design Thinking Process

PROTOTYPE III – POWER APP – MODIFIED UI



Design Thinking Process

PROTOTYPE III – EMBEDDED POWER APP - EXCHANGE



Design Thinking Process

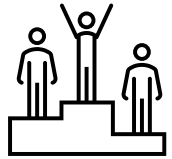
PROTOTYPE III – TESTING

Test Parameter	Test Result (Next Iteration)
Embedded PowerApp Functionality	TBD
Time to Execute Commands	TBD

Next Steps: Design Day

- Link Power BI to SharePoint Lists
- Embed Power BI Visualizations into WIX Webpage Insights page
- Instantaneous updates

Benefits



BANK

- Bank receives a predetermined percentage of points per transaction
- Additional fees if users exceed monthly transaction limit
- Ad space on website

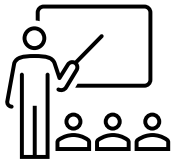
ECOSYSTEM PARTNERS

- Instant exposure to large network of users
- Zero Capital Cost
- Infrastructure already in place
- Access to detailed insights

END-USERS

- Free to join
- Exclusive Offers
- Sharing, Exchanging, and Redeeming of Points

Lessons Learned



- Better to learn and understand first, and then apply the knowledge. Trying to learn as you go can waste valuable time!
- Specific task delegation is very important
- For larger teams like ours, more teammates = more productivity (if used correctly)
- Trust the process, i.e., try to avoid major changes at later stages of the project

Questions

Thank You!

Team 17