## **GNG1103-A00**

## **Deliverable-D-Conceptual Design**

Sunday, Oct 18, 2021

**Project Team-7** 

Sean Tsang (300166389)

**Brian Bulitka (300248903)** 

Haonan Lin (300204423)

**Yuning Xia (300231028)** 

Christopher Accad (300167886)

## **Abstract**

In the previous deliverable, a design criteria was created to display the app's needs. From the design criteria and benchmarking similar apps, each group member will come up with an app based on the needs. The group then uses the ideas generated to come up with one idea to pitch to the client. Moreover, this deliverable will also benchmark with some other competitors on the market.

# **Table of Contents**

GNG1103-A00	1
Abstract	2
<b>Table of Contents</b>	3
Introduction	4
Sean's Design	4
Homepage	4
Transfer Page	4
Rewards	4
Account	4
Help	5
Brian's Design	5
Homepage	6
My Account page	6
Setting page	6
Account setting page	6
Register Points page	6
Transfer points page	6
Reward page	6
Benchmarking	8
Conclusion	9
References	10
Annendix	11

#### Introduction

Our team wants to make an application that will democratize loyalty programs through the use of power apps and an app developing software thunkable. In this deliverable, the idea of each members' conceptual design will be discussed and benchmarking will be done to come up with a couple of solutions. The solutions will implement parts from each members' design and improve on them, to make a collaborative design.

The conceptual design is the report are:

Concept 1: Sean's DesignConcept 2: Brian's Design

### Sean's Design

#### Homepage

The homepage of the app is what opens first when the user clicks on the app. It will have the user's name, as well as a few buttons on the left side and bottom of the screen. The different buttons will bring the user to various pages of the app. The important 3 are account, transfers and rewards. Moreover, other buttons that are not as prominent are settings, help, search and discounts. The transfer page and reward page will go further in depth.

### **Transfer Page**

The transfer page is the crux of the application, it is where one specific type of reward points can be converted into another type of rewards point. Additionally, it can be converted into a universal point value. In the transfer page points can also be transferred from one user to another, the transfer would typically be done using the universal point system in order to make it easier to track incoming and outgoing transfers. The user may also view previous transactions in the transfer page.

#### Rewards

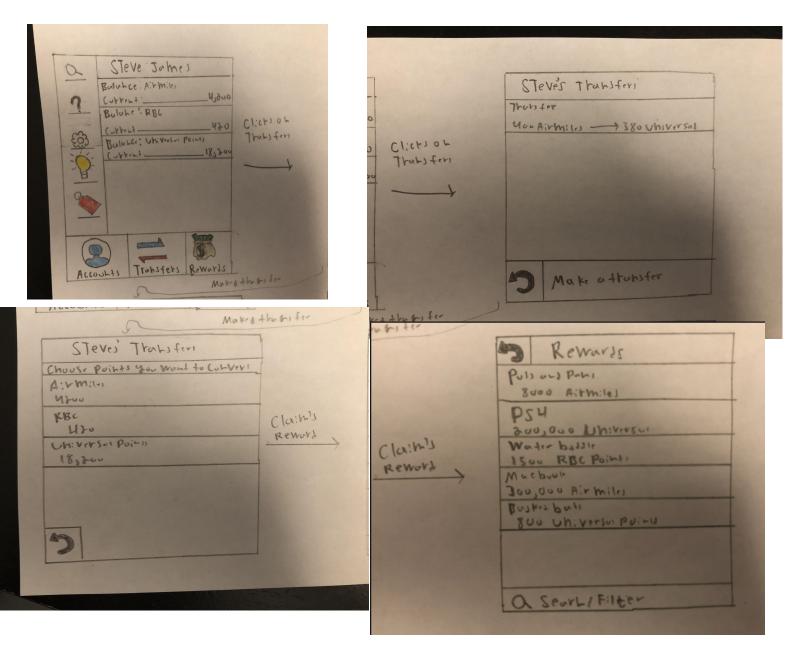
The rewards page is where the user can redeem/spend their points on their choice of prize. A specific reward the user may want can be searched for, or the user can filter can be used to sort by a choice of loyalty point.

#### Account

In the account page, the user can see everything about their account. The user will be able to see their account balance; which will be the total amount of points in the value of the universal currency to keep consistency. Additionally, there will be a chart displaying the individual loyalty points and their balances.

### Help

The help page will aid the user in understanding/working around the application. It will provide brief videos that explain how to do functions on the app. It will also provide a frequently asked questions page answering common questions about the app's functions.



## **Brian's Design**

#### Homepage

The Homepage is the first page that the user will see every time they login. This page will allow the user to see the amount of points they have from the pie chart and also search anything from the search bar. Also this page allows the user to select/access all the important parts of this application. My account, register points, settings and account settings.

#### My Account page

The my account page shows the user how much money all their points are worth. Also it will have a list of all the information for all the points you have linked to your account. You can also access register points, transfer points and rewards from the my account page.

#### **Setting page**

The setting page is where you can change your language, currency, country and this is where you can access the tutorials. You can also access account settings from this page.

#### **Account setting page**

The account settings page is where you can add/modify your personal information(Name,Username,phone number and email).

### **Register Points page**

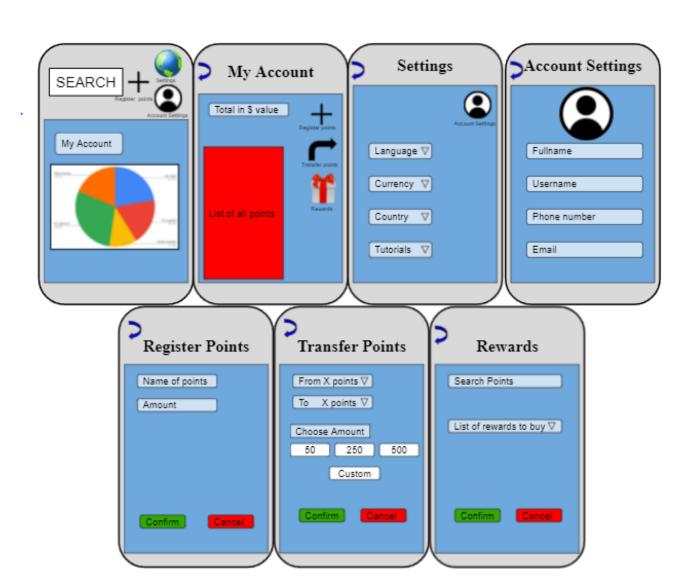
The register point page is where you can choose what reward programs you would like to add to your account and the amount of points you would like to add.

#### Transfer points page

The transfer page is where you can choose a reward program that you have points in that you would like to exchange to a different reward program's points. You can choose the amount of points you would like to transfer. Not every point will have the same value.

## Reward page

The reward page where the user can use/spend their points to get rewards. They just have to find what points they would like to spend and a list of all the reward options will be shown.



## **Benchmarking**

- Spendwisor
  - A startup from 2021 which focuses on Mobile Payment and loyalty programme solutions.
  - Developed in Qatar, the nations government has began to support the start up but giving space to work in the data incubation center that is supported by the ministry of transportation and communications
    - "They provide a 3-in-1 app with a Mobile Wallet, Mobile Point of Sale Solution, and Innovative Loyalty Programme. It enhances the shopping experience, makes the interactions between the retailers and customers more meaningful and effective."
    - "Spendwisor is an easy and user-friendly app for shopping and earning points and cashback from every shopping encounter. It gives the shoppers' freedom to spend the points on any brand within the Spendwisor ecosystem."
    - "provides a seamless shopping experience for consumers. They can make a payment, earn loyalty points and spend the points on any preferred brand within the Spendwisor ecosystem. One of Spendwisor's innovative marketing strategies is to create campaigns with cash incentives attached to purchases and measurable goals."

So, This company is still private within the qatar nation, but news sources have found that the company secured over 190,000,000 Qatari Rial (>65,000,000 CAD) from Global emerging markets

- "[Global Emerging markets] will provide Spendwisor with a Share Subscription Facility (SSF) of up to QAR 190 million for a 36-month term following a public listing of Spendwisor's common stock."
- Cause-Related Loyalty Marketing by KULA Causes Inc.
  - o "a recent trend in cause marketing. As the name implies, it is the marriage of cause marketing and loyalty programs. Cause marketing occurs when for-profit companies join forces with nonprofits to promote a cause"
- Loyalty republic
  - This system is very similar to the capital one costco mastercard (1% on all purchases, 2% on gas and 3% back on dining) but stands out in that it's for a debit card. "We're democratising loyalty we want to make it accessible and fair for all," said Ms Gravelle, co-managing director.
  - Program also incentivizes local business spending and shop in person

# Conclusion

The designs will be presented to the client and our group will receive feedback which will be incorporated into a new version of the product.

## References

https://www.thecowboychannel.com/story/43702507/democratizing-the-reward-points-freedom-for-consumers-and-profit-for-retailers-spendwisor

 $\underline{https://www.afr.com/companies/retail/we-re-democratising-loyalty-app-to-reward-debit-c} \ ard-use-20210927-p58v60$ 

https://info.gartnerdigitalmarkets.com/tapmango-gdm-lp?utm\_medium=cpc&utm\_campaign=smallbusinessloyalty&utm\_source=GetApp http://www.preferredpatronloyalty.com/

# **Appendix**

