**KYC-Driven Sign-Up Flow (Personalised & Lightweight)**

**1. Trigger Point:**

After the user selects one of the 3 sign-up roles:

* User (Monthly / Once-Off)
* Vendor / Partner
* Affiliate

**They are directed to a role-specific onboarding flow that includes:**

* Basic details (Name, Email, Mobile)
* Smart KYC layer (role-specific)
* Password setup
* Agreement to terms

**2. Suggested KYC Questions per Role**

1. **Users (Consumers)**

* **Goal:** Learn interests, spending power, behaviour, and preferred rewards

**Section: Personal Lifestyle Preferences**

1. Income range (for LSM targeting & reward tiering)

* Under R2,000
* R2,001 – R5,000
* R5,001 – R10,000
* R10,001 – R20,000
* Above R20,000
* Prefer not to say.

1. Do you prefer to shop online or in person?

* Online
* Walk-in (in-store)
* Both equally

**Section: Interest Mapping**

1. What types of goods or services are you most interested in? (Multi-select, max 7)

* Food & Takeaways
* Beauty & Grooming
* Fashion & Accessories
* Health & Wellness
* Electronics & Gadgets
* Travel & Experiences
* Home & Décor
* Spiritual / Holistic
* Auto & Transport
* Entertainment (Events, Streaming)
* Data & Mobile Packages
* Education & Online Learning
* Groceries & Household Essentials
* Kids & Family

1. What kind of deals excite you the most? (Multi-select, max 6)

* Discounts & vouchers
* Combo deals (e.g. Meal + Spa)
* Flash sales / limited time offers.
* Buy one, get one free.
* Cashback or store credit
* Free gifts with purchase
* First access to new products
* Loyalty stamp rewards
* Bulk-buy discounts.

**Section: Giveaway & Raffle Preferences**

1. What would you love to win in a raffle or giveaway? (Multi-select, max 6)

* Cash prizes
* Vouchers / Store Credit
* Tech (Phones, Laptops, Gadgets)
* Fashion / Brand Merch
* Restaurant or Spa Experiences
* Shopping Sprees
* House or Rent for a Year
* Groceries for a Month
* Flights or Travel Packages
* School Fees or Education Support
* Car or Transport Vouchers
* Business Startup Kits

**Section: Behaviour & Engagement Style**

1. How often do you engage with reward platforms?

* Daily
* Weekly
* Occasionally
* Rarely

1. How do you prefer to be notified of rewards or deals?

* Email
* SMS
* WhatsApp
* App Push Notifications

**B. Vendors / Partners**

**Goal: Categorise business offerings, marketing readiness, and campaign compatibility**

1. What type of products/services do you offer? (Multi-select, max 4)

* Food & Beverage
* Fashion & Accessories
* Health & Beauty
* Fitness & Wellness
* Home Services / DIY
* Education & Training
* Digital / Online Services
* Travel / Hospitality
* Auto & Mechanical
* Spiritual / Holistic
* Retail Products
* Events & Entertainment
* Professional Services
* Other

1. Do you have a physical location, work online only, or both?

* Physical store only
* Online only
* Both

1. What platforms do your customers engage you through? (Multi-select)

* In-store
* WhatsApp
* Instagram / Facebook
* Website / eCommerce
* Phone / SMS Orders
* TikTok or YouTube
* Other

1. What kind of promotions would you like to offer on The Menu? (Multi-select)

* Discounts / Coupons
* Flash Deals (Limited Time)
* Giveaways or Raffles
* Combo Deals (e.g. 2-for-1)
* Loyalty Stamps (e.g. Buy 5, Get 1 Free)
* First-Time User Rewards
* Exclusive Menu Member Offers
* Trade Promotions
* Spin the Wheel Participation

1. What’s your typical deal value or discount range?

* Under R50
* R51–R100
* R101–R250
* Over R250
* Depends on offer type.

1. How often do you want to run offers?

* Daily
* Weekly
* Monthly
* Occasionally / On-Demand

1. What are your top 3 business goals using The Menu? (Multi-select)

* Increase brand visibility.
* Drive foot traffic / online orders.
* Gain repeat customers.
* Take part in trade promotions.
* Evaluate latest offers.
* Get insights / analytics.
* Collaborate with affiliates.
* Grow in township markets.
* Reach new customer segments.

**C. Affiliates**

**Goal: Understand audience size, promotional focus, and collaboration potential**

1. What platforms do you actively promote on? (Multi-select)

* Instagram
* TikTok
* Facebook
* YouTube
* Twitter/X
* WhatsApp Broadcast Groups
* Blogs / Websites
* Other

1. Estimated audience reach:

* Under 5,000
* 5,001 – 20,000
* 20,001 – 50,000
* 50,001 – 100,000
* Over 100,000

1. Which type of content do you usually create? (Multi-select, max 5)

* Lifestyle
* Fashion / Beauty
* Food & Drink
* Travel & Experiences
* Comedy / Entertainment
* Business / Finance
* Family & Parenting
* Fitness & Health
* Reviews & Product Drops
* Inspirational / Motivational

1. What do you want to achieve as a Menu Affiliate? (Multi-select, max 5)

* Earn recurring commissions.
* Promote latest brands.
* Gain first access to vendor deals.
* Collaborate with top vendors.
* Get featured by The Menu
* Access sponsored trade campaigns
* Build influence in a niche market.
* Lead giveaways & raffles.

1. Are you affiliated with any brands already?

* Yes
* No
* Planning to start soon.

1. What types of brands do you want to promote on The Menu? (Multi-select, max 5)

* Local / Township Businesses
* Health & Wellness
* Fashion & Beauty
* Food & Beverage
* Tech & Gadgets
* Auto / Transport
* Entertainment / Lifestyle
* High-End / Luxury
* Education & Training

1. How often do you plan to share The Menu campaigns?

* Daily
* Weekly
* Bi-weekly
* Monthly
* Ad hoc, based on campaign fit.

1. Are you open to featuring in Menu-sponsored content?

* Yes
* No
* Depends on campaign type.

**Technical Recommendation**

* Assign Leaderboard points for finishing the questions – 100 points.
* Keep questions optional but visually engaging (e.g., use cards, toggles, emojis)
* Let users skip and complete later via profile dashboard.
* Store KYC tags in backend → use for:
  1. Smart targeting
  2. Leaderboard segmentation
  3. Push notifications
  4. Campaign customisation