

MVP Objective

To provide simple ways and experiences for users to gain savings.

JTBD and Feature Requirements

Rationale:

Clear, precise, and instant rewards/rebates features are common key points that were identified in user research. Therefore, the core functions of tracking user mileage accumulation, and the processes involving rewards redemption is very important and very much-needed. Generally, in today's context, many users enjoy multitasking (like listening to music) while exercising or on the road, so it is important to allow them to have access to other apps at the same time in the background. Hence, the app must have the ability to allow such flexibility while still being able to ensure users remain moving to ensure the app would not trigger a time-out and stop tracking the miles.

JTBD	Feature Requirement	
When I use this app, I want to be able to track the total miles I have accumulated at any point, so I can exchange them for rewards.	- A user profile page that displays the clock-ins every day, every month.	NEED
When I use the app, I want to track that I'm walking/running/cycling/in a cab in real-time, so I can tell accurately where I am on the map.	- Ensure user movement is detected accurately from destination to destination.	NEED
When I redeem my rewards, I want to have a variety of options, so I can choose and enjoy the different perks.	- Rewards page that displays the different tiers of rewards.	NEED
When I keep the app turned on in the background on my phone, I want to be able to track my miles while I have access to other functions on my phone, so I can listen to my music playlists/ talk/ send text messages at the same time on the phone while I'm on the move.	- Track user movement duration, allow a grace period, and trigger session time-out only when the user is inactive and remains stationary for an allocated period.	NEED
	- Send push notification to remind users to keep moving before stopping.	NEED
When I'm using the app, I want to be able to store my redeemed rewards, so I can have the option to use the rewards in the future.	- Make it readily available under user settings.	NEED
When I redeem my rewards, I want to be able to use it instantly with an uncomplicated transaction, so I can a seamless experience.	- Keep all redemption within the app, even if it involves with third-parties like the collaborated brands.	NEED

Hypothesis

It is always commonly known that sale/ discounted products and services are not regular and rewards/ rebates always come with a lot of terms of conditions. Hopefully, through this app, it will introduce a less-stressful and enjoyable alternative of earning savings and allow users to look at earning rewards/rebates differently.

Success Metrics

- Number of downloads.
- Duration spent in the app.
- Frequency of clocking in mileage.
- Number of redemption for each type of rewards.

JTBD for MVP Iteration 2

Rationale:

Once the core functions of the app have been launched. Subsequently added features should build on top of value-adding experiences for the users. Recommended routes give users options to try out un-ventured routes based. Location pins of collaborated brands/ pop-up events on the in-app map function like a pit stop which can be incentivized to the user's benefit. Achievement milestone from past used rewards helps to encourage users to 'unlock' more. Eventually, the more affluent users in time to come might think of short-cuts to accumulate more mileage (e.g driving/ via a taxi). When that surge happens, the app can potentially implement a limit to those who may seem to be traveling at a driving speed. To promote fairness, all user still benefits but higher mileage points are offered to users who are traveling under the defined driving speed.

JTBD	Feature Requirement	
When I use the in-app map, I want to be able to see some suggested routes/ destination/pitstops, so I can see which ones will allow me to earn more rewards.	- Recommend routes of different mileage from where my location is.	WANT
	- Location pins on the in-app map that features collaborated brands.	WANT
	- Seasonal location pins for pop-up events.	WANT
When I want to view my past used rewards, I want to access it quickly, so I can make decisions quickly to see what other rewards I have not gained.	- "Achievement" page that functions as an overview of milestones to look at the rewards users have obtained.	WANT
When I'm using the app, I want to be able to see the past routes I've taken and saved those that I liked, so I can refer to them quickly when I want to revisit certain routes.	- "Saved routes" function for user's quick access.	WANT