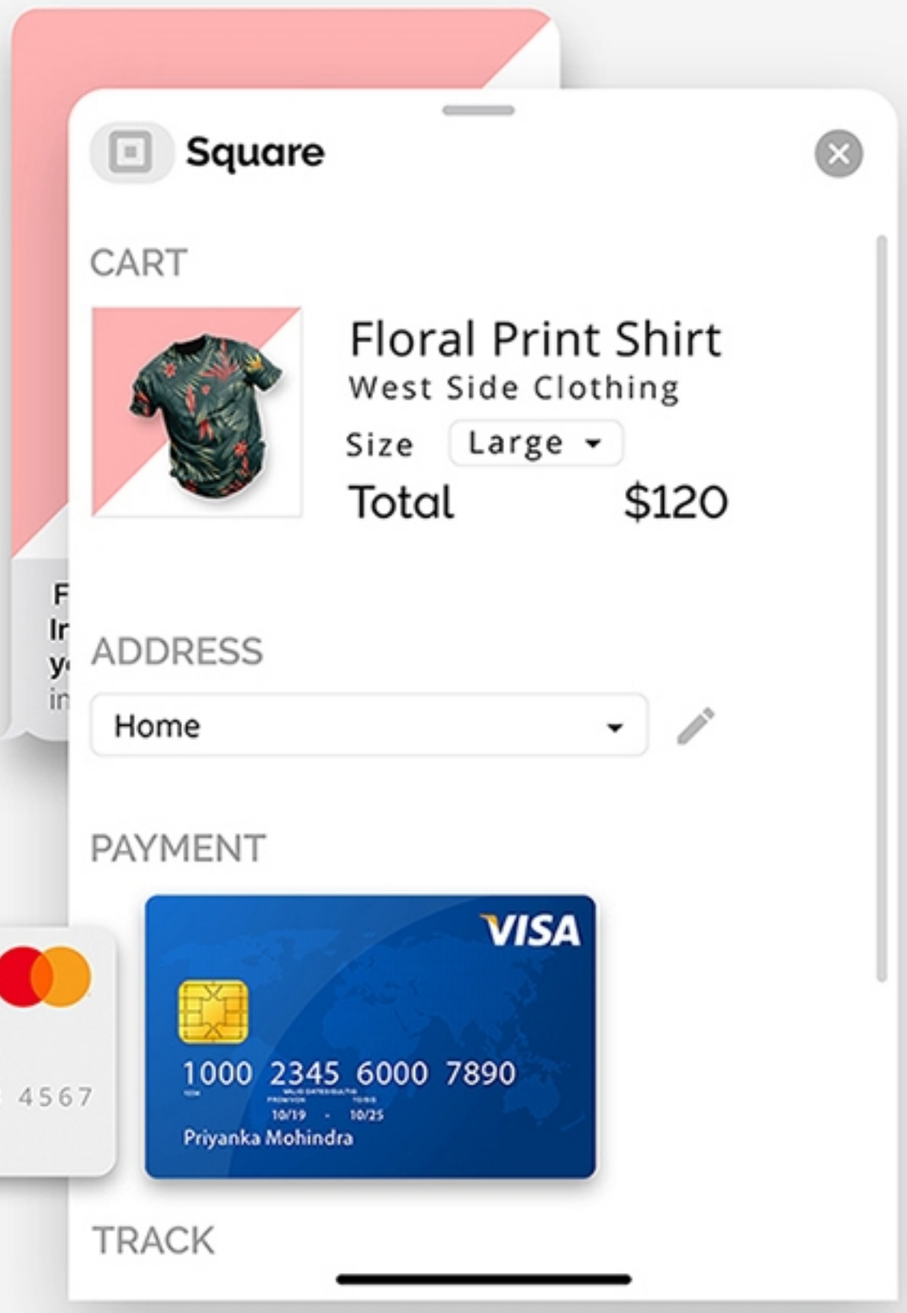
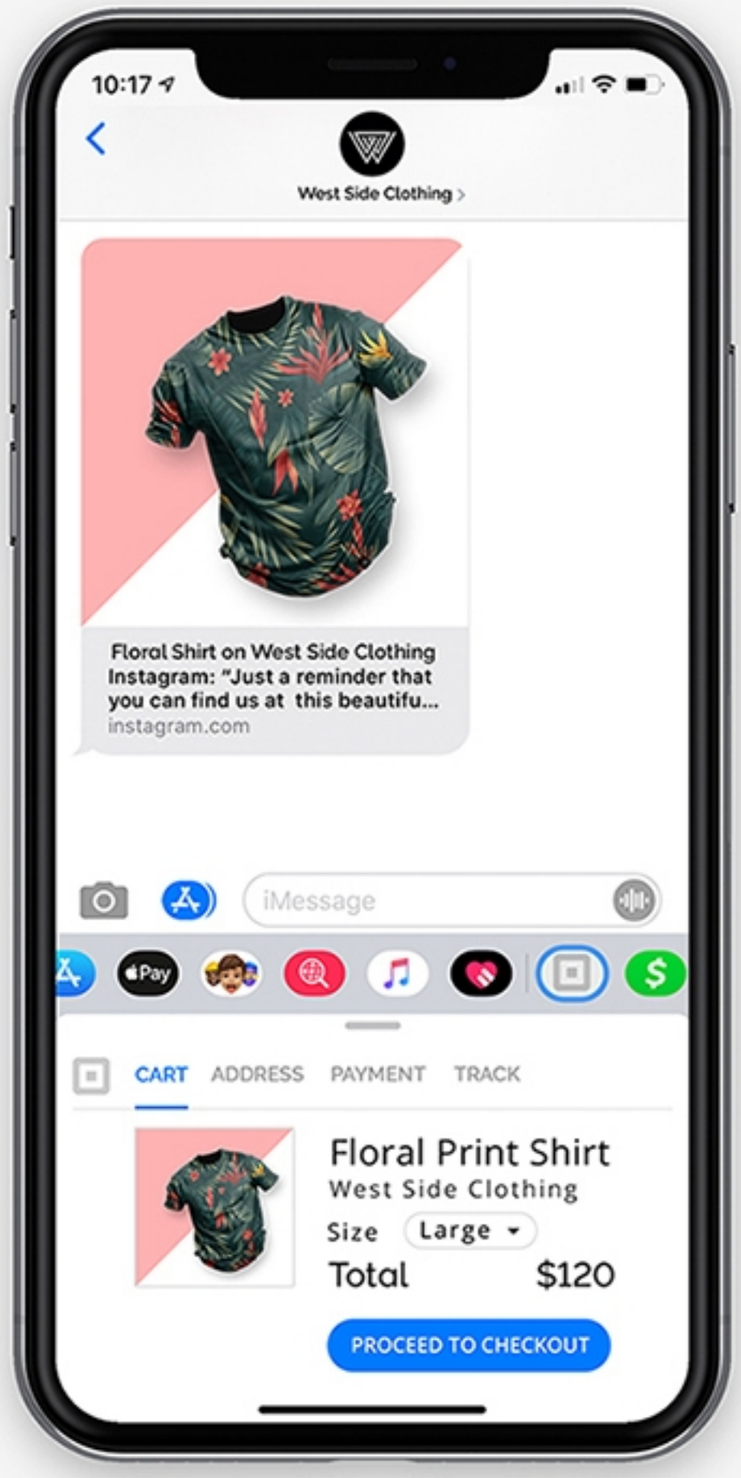
Square

iMessage App Bar





In this design solution, the customer is redirected to iMessage from the social media channel they are on. The costumer will then be able to purchase the item from within the messaging app by adding their address and payment details.

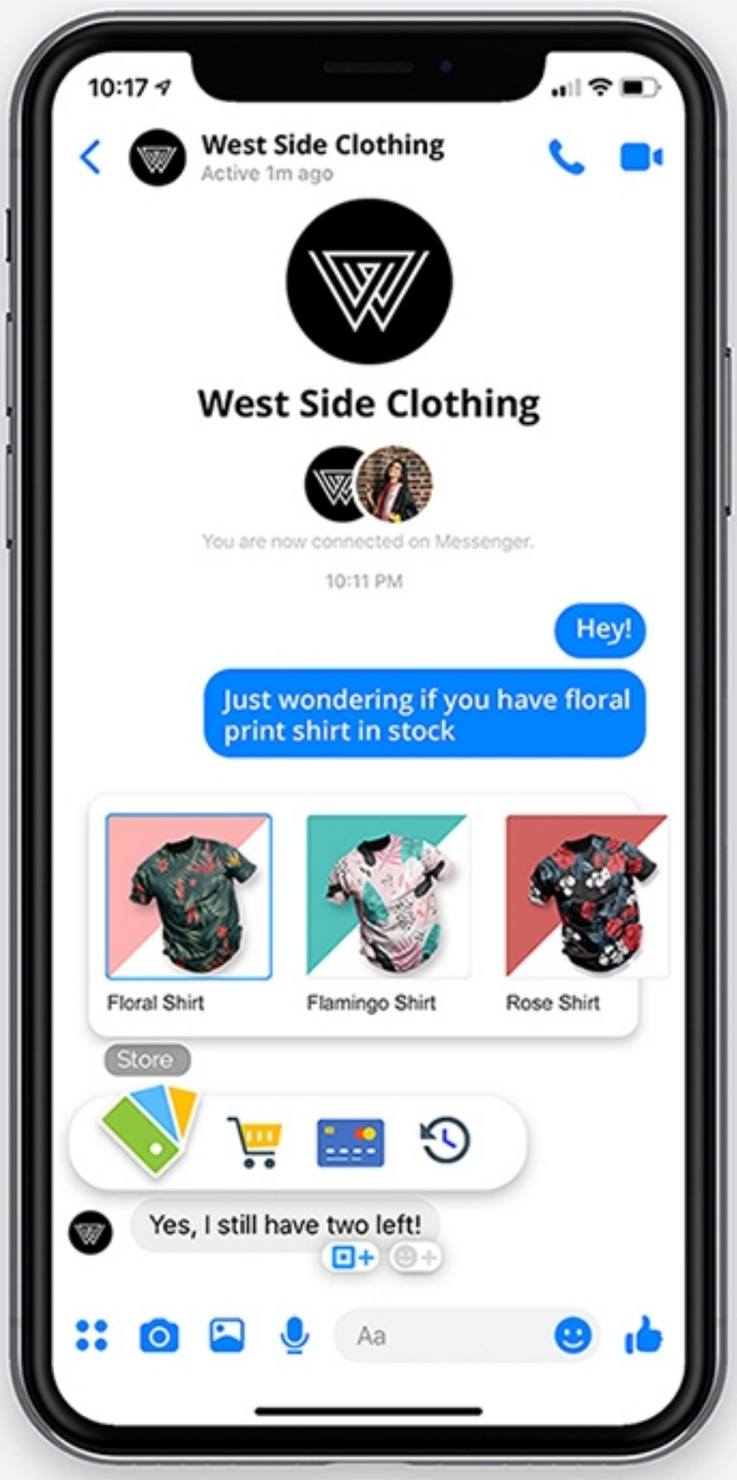
Strengths:

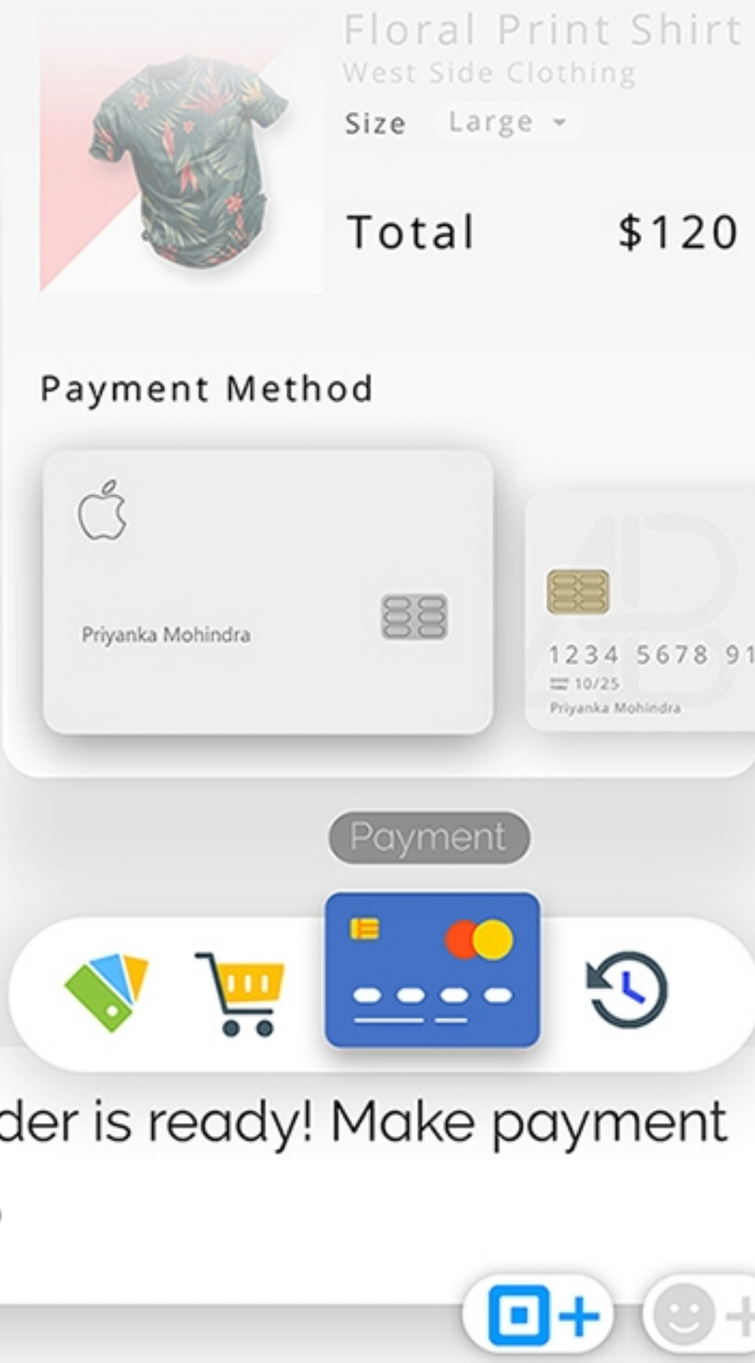
- All transaction processes are completed on a single platform
- Leverages the use of existing iMessage features

Weaknesses:

- Only accessible to iMessage users
- Requires customers to install an additional app

Square
Smart Bubble





Inspired by the interactions involved with reacting to messages on Facebook Messenger, this concept explores the possibility of interacting with a message to broswe products from online stores, add items to cart, purchase and track orders.

Strengths:

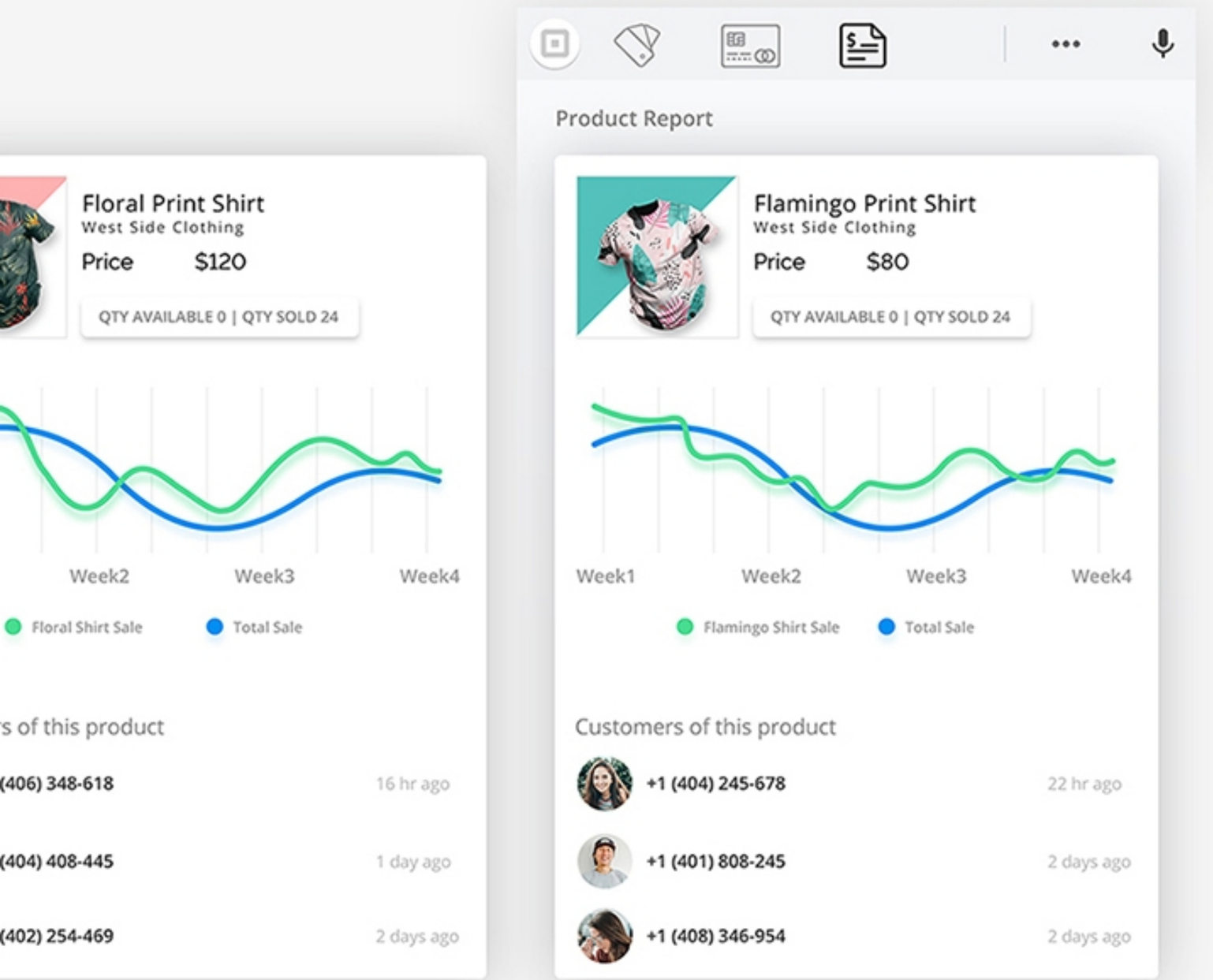
- Transaction is easily completed on a single platform
- Intutive concept that can be easily integrated in existing system

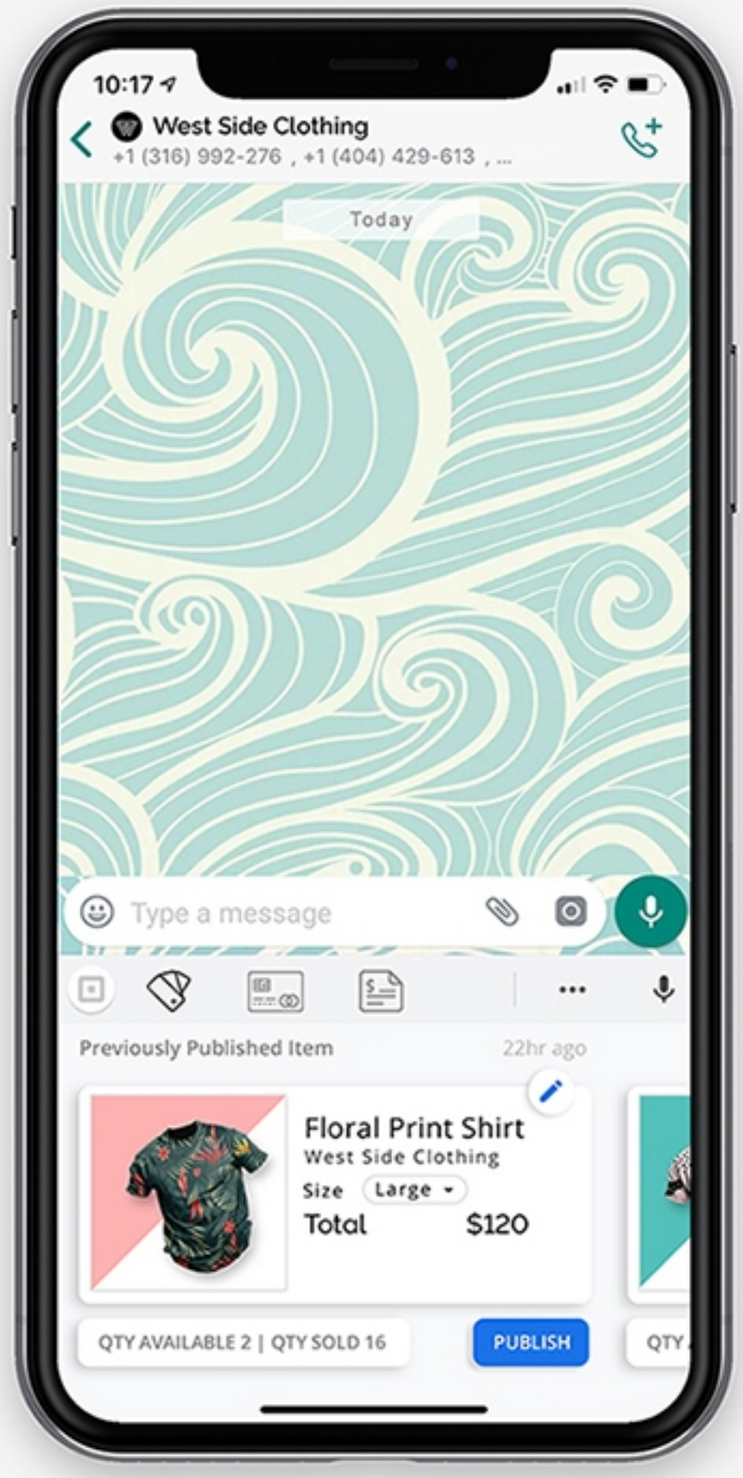
Weaknesses:

- Requires changes to system that may not be under Square's control
- User might need to be prompted to engage with the feature

Square

Shopper Keyboard





This design involves implementing a custom keyboard that enables merchants merchants to design interactive messages that they cansend to their customers. Besides this, they can also view their inventory and business reports over a period of time.

Strengths:

- Can be implemented on any OS and used on any channel
- Custom interactive messages may provide more customer engagement

Weaknesses:

- Purpose of installing a keyboard to run business may not be clear
- The screen area avilable can be too small to design interactive messages