S2S loyalty POC based on PSL Weekly Prediction Competition and Drawing Based Prize Giveaways

High Level Product Plan

Shop2Shop × Kingsize Games

1. Executive Summary

The PSL Weekly Prediction Competition is a WhatsApp-led, spaza-distributed engagement game designed for South Africa's informal retail market. Customers predict outcomes of all Premier Soccer League (PSL) matches scheduled for the upcoming week. Correct picks convert into drawing entries for weekly prize giveaways.

Primary Objective: Create persistent, identifiable customer profiles linked to specific spaza shops. Track not only the player's home store but also cross-shop purchase patterns as players collect spend vouchers from multiple spazas.

Secondary Objectives: (1) Test whether the competition drives incremental visits and spend. (2) Evaluate if the game mechanics and prize structure are compelling enough to engage and retain players. (3) Assess whether soccer-based prediction games appeal to identifiable demographic segments.

The game mechanics remain intentionally simple; the value lies in the identity, attribution, and spend-linked behavioral data generated.

2. Competition Scope & Structure

2.1 League Coverage

- Based on PSL matches
- Each weekly cycle covers all PSL fixtures scheduled for the following week
- Match volume varies based on the PSL schedule

2.2 Prediction Requirement

- Players must make a prediction for each match in that week's fixture list
- Prediction count adjusts dynamically according to the number of fixtures
- Incomplete prediction sets are still scored

2.3 Weekly Cycles

- Each week is a standalone competition cycle
- No rollover balances

3. Scoring & Entry Mechanics

3.1 Base Scoring Model (Example)

Points scale exponentially to reward accuracy:

Correct Picks	Points
1 correct pick	1 point
2 correct picks	2 points
3 correct picks	10 points
4 correct picks	20 points
5 correct picks	50 points
6 correct picks	100 points
7 correct picks	200 points
8 correct picks	400 points
9 correct picks	800 points
10+ correct picks	1600 points

3.2 Multiple Entries Per Week

Players may submit multiple prediction sets per week. Entries come from:

1. One free weekly entry link sent automatically to every registered player
2. Additional links earned by redeeming spaza spend codes

3.3 Aggregation of Scores

- Each prediction set is scored independently
- All scores for a player in a week are aggregated
- Aggregated points convert into drawing entries

4. WhatsApp & System Architecture

4.1 Central WhatsApp Number

- All customer interaction uses a single WhatsApp number
- Includes onboarding, code redemption, reminder messages, and link delivery

4.2 Spaza Attribution & Cross-Shop Tracking

- Each spaza shop has a unique SID
- **Home store:** SID from initial registration identifies the player's primary spaza
- **Cross-shop tracking:** Each spend voucher includes its issuing spaza's SID, enabling tracking of purchase patterns across multiple shops

5. Customer Onboarding & Registration Flow

Step 1	Customer receives the central WhatsApp number and the spaza's unique SID
Step 2	Customer sends: new <SID>
Step 3	System validates SID and automatically captures customer's WhatsApp number
Step 4	System replies with a secure registration link
Step 5	Customer completes the registration form: Full Name, SA ID Number, Leaderboard ID (3 letters)
Step 6	Leaderboard ID Processing: System appends numbers for uniqueness, screens for offensive terms
Step 7	Upon completion: Player is immediately sent their first weekly prediction link

Leaderboard ID Rules

- Player selects any three alphabetic characters (A-Z)
- The system automatically appends numeric characters as needed to ensure uniqueness (e.g., KAY → KAY482)
- All submitted three-letter combinations are screened against a restricted/offensive word list; prohibited combinations must be replaced

⚠️ **Registration must be 100% complete** before player can receive prediction links or submit entries.

6. Weekly Prediction Submission Flow

6.1 Free Weekly Link

- Every registered player receives one free weekly prediction link at the start of each cycle
- This is in addition to the first link they receive immediately after registration

6.2 Link Expiry

- Links expire at the weekly cut-off (e.g., first match kickoff)

6.3 Additional Links Through Spaza Spend

- For every R100+ transaction at a participating spaza, the S2S POS automatically generates a unique single-use voucher code
- Voucher includes: token, timestamp, spaza SID, and transaction record

6.4 Redeeming Spend-Driven Codes

Customer sends:

code <token>

System validates:

- Token authenticity
- Single-use status
- Spaza SID match
- Current-week validity

If valid, system sends one additional prediction link for that week.

6.5 Backend Spend Attribution

Because vouchers originate from the S2S POS:

- All qualifying transactions (R100+) are automatically logged
- When redeemed, each voucher is linked to the player's WhatsApp ID
- **Each voucher carries its issuing spaza's SID** — enabling cross-shop purchase tracking

This enables:

- Individual-level spend tracking
- Store-level spend performance reporting
- Measurement of incremental spend behavior
- **Cross-shop purchase pattern analysis** — track which players shop at multiple spazas vs. stay loyal to home store

7. Customer Profile & Data Model

Each customer profile contains:

Field	Description
WhatsApp Number	Primary key
Home Spaza (SID)	Original registration store — player's primary shop
Full Name	Winner verification
South African ID Number	Identity verification
Leaderboard ID	Public display (e.g., KAY482)
Prediction submission history	Engagement tracking
Scores and weekly aggregates	Performance data
POS-linked spend events	Voucher redemptions with issuing spaza SID
Cross-shop purchase pattern	Tracks which spazas player collects vouchers from

Supports: Persistent identity • Longitudinal engagement tracking • Accurate store attribution

8. Primary Objective (Critical)

Establish a scalable mechanism for:

- Persistent identity in informal retail
- Customer-to-store attribution
- Tracking repeat behavior and spend patterns

9. Secondary Objectives

9.1 Spend & Visit Impact

Evaluate whether the competition drives:

- Increased customer visits
- Increased weekly spend
- Larger basket sizes
- Higher engagement from participating spazas

9.2 Game & Prize Appeal

Test whether the game mechanics and prize structure are compelling enough to:

- Attract and engage players initially
- Retain players across multiple weekly cycles
- Drive repeat participation without fatigue

9.3 Demographic Appeal

Assess whether soccer-based prediction games appeal to identifiable demographic segments:

- Age and gender distribution of participants
- Geographic clustering patterns
- Correlation between soccer engagement and spend behavior

10. Development Guidelines

10.1 Front-End

- Mobile-first, very low-data
- Minimal form fields
- Pseudonymous leaderboards (via Leaderboard IDs)

10.2 Back-End

- WhatsApp ID as the universal unique identifier
- Secure SA ID number handling
- Automatic fixture ingestion
- Link generation, scoring, and aggregation
- Scalable entry and code-validation systems

10.3 Automation

- Free weekly link distribution
- Immediate link distribution upon voucher redemption
- Automated WhatsApp reminders
- Automated results distribution

11. Compliance & Data Protection

- POPIA-aligned data handling
- Secure storage of SA ID numbers
- Restricted/offensive word filtering for leaderboard IDs
- Secure POS integration and spend-event logging

12. Success Metrics (Pilot)

Category	Metrics
Registration & Identity	Total registrations, Profile completion rate, Home spaza attribution
Engagement & Retention	Weekly participation rate, Week-over-week retention, Dropout analysis
Spend Tracking	Codes redeemed, POS-verified spend events, Cross-shop purchase patterns
Game Appeal	Free vs paid entry ratio, Prediction completion rate, Time-to-submit trends
Demographics	Age/gender distribution (where available), Geographic clustering, Spaza-level player profiles
Impact	Lift in daily/weekly spend per shop, Basket size changes, Multi-shop shopper percentage

13. Future Extensions

- Direct POS Integrations
- Additional sports or prediction formats
- Multi-game or bonus-round mechanics
- Pay to Play variants