

Voucher Management App - Basic Features

TL;DR

This app helps users save, search, and manage vouchers from different apps in one place. Key features include saving, searching, categorizing, and receiving expiry alerts for vouchers.

Goals

Business Goals

- Increase user retention by simplifying voucher management.
- Drive app downloads through utility and convenience.
- Foster user engagement by providing a seamless experience.

User Goals

- Easily save vouchers from different sources in one app.
- Quickly search and find available vouchers for purchases.
- Receive timely alerts for expiring vouchers to avoid wastage.
- Categorize vouchers for better organization and retrieval.

Non-Goals

- Advanced integrations with partner apps or services.
 - Multi-device sync across various platforms.
 - Complex financial analytics or insights on voucher usage.
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User Stories

- As an everyday online shopper, I want to save vouchers easily, so that I don't forget about using them for discounts.
- As a bargain-hunter, I want to search my voucher collection, so I can quickly find ones available for my current purchases.

- As a vigilant user, I want to receive reminders for expiring vouchers, so I can make use of them before they lapse.
 - As an organized individual, I want to categorize my vouchers by type, so I can easily manage them.
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Functional Requirements

- **Capture and Process Screenshot (Priority: High)**
 - Users can take screenshots and share them directly with the app for automatic voucher processing.
- **Verification and Edit Voucher Details (Priority: Medium)**
 - Users have the option to verify details extracted by OCR and edit them before saving the voucher.
- **Voucher Management (Priority: High)**
 - Save Voucher: Users can save a voucher via a simple entry form or through uploading screenshots.
 - Search Voucher: Users can search their voucher repository using keywords or by selecting categories.
- **Voucher Alerts (Priority: Medium)**
 - Expiry Alerts: Automated reminders are sent to users for vouchers that are a week away from expiration.
- **Voucher Organization (Priority: Medium)**
 - Categorization: Users are able to categorize vouchers for better organization within the app.

User Experience

Entry Point & First-Time User Experience

- The app can be discovered and downloaded from app stores, with a focus on quick utility and ease of access.
- Simple and intuitive onboarding that highlights the key features like saving, searching, and receiving alerts.

Core Experience

- **Step 1: Capture Voucher**
 - Users take a screenshot with their mobile device.
 - They share the screenshot directly to the app.
 - The app automatically opens the voucher processing screen, processes the screenshot using OCR to extract voucher details.

- Users can cross-check the extracted details, modify if necessary, and save the voucher.
- **Step 2: Search Voucher**
 - Users input keywords or select a category to search for their vouchers.
 - The app retrieves and displays matching vouchers with clear indications of expiry.
- **Step 3: Expiry Alert**
 - Automated notifications or alerts notify users of vouchers nearing expiration.
 - Options available to extend notification preferences or view details instantly.

UI/UX Highlights

- Clean design focusing on ease of access and readability.
 - Optimized for touch interaction to accommodate quick actions.
 - Accessibility features ensuring usability for users with various needs.
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Narrative

An everyday user juggles multiple apps, each with its own vouchers, often missing out on savings because they forget to use them or lose track of which app had a particular voucher. This app steps in to streamline the chaos by consolidating vouchers in one place. Now, users can effortlessly save, search, and organize their vouchers, receiving timely alerts before expiration. With reduced hassle, users benefit from increased savings and a stress-free experience while continuing their daily shopping activities.

Success Metrics

User-Centric Metrics

- Daily active users engaging with the app.
- Count of vouchers saved by users monthly.
- Frequency of searches conducted by users.

Business Metrics

- Increase in app download numbers from app stores.
- Improvement in user retention rates over time.

Technical Metrics

- High functional uptime and low outages.
- Successful delivery rate of expiry notifications.

Tracking Plan

- Monitor the count of vouchers saved by users.
 - Track search queries entered by users.
 - Evaluate alert delivery success to ensure timeliness.
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Technical Considerations

Technical Needs

- OCR implementation for accurate voucher detail extraction.
- Efficient searching algorithms for quick data retrieval.

Data Storage & Privacy

- Secure data storage with encryption to ensure privacy.
- Compliance with privacy policies and regulatory guidelines like GDPR.

Scalability & Performance

- Designed to efficiently manage a large number of vouchers.
- Performance-optimized to handle concurrent user actions with minimal latency.

Potential Challenges

- Ensuring OCR accuracy across diverse voucher formats.
 - Maintaining user data privacy and security.
 - Efficient handling and archiving of expired vouchers.
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Milestones & Sequencing

Project Estimate

- Medium: 2–4 weeks.

Team Size & Composition

- Medium Team: 3–5 people
 - Roles: 1 Product Manager, 2 Engineers, 1 Designer, 1 QA Specialist.

Suggested Phases

Phase 1 (2 weeks)

- Key Deliverables: Develop basic save and search functionality, initial setup of expiry alerts.
- Dependencies: Availability of OCR technology and basic storage mechanisms.

Phase 2 (2 weeks)

- Key Deliverables: Implement categorization features, refine UX/user interface design.
- Dependencies: Initial user feedback and testing iteration results for further adjustments.