

Receipts Reading Software Brief

1. Intro/Context

The Locals (www.locals.bg) is a marketing agency serving a wide range of brands in different industries.

During the year, many of the brands want to run campaigns where you can win prizes by showing proof of purchase.

Proof of purchase is the fiscal receipt that you get.

If it is a valid one, you get a prize.

This is the user journey:

- Sees an ad/poster/bottle neck hanger in a supermarket.
- Decides to buy a bottle.
- Gets a receipt.
- Goes on <https://jagermeister.promo>
- Fills out a form where one of the fields is to snap/upload an image of the receipt.
- Sees what prize he/she wins.
- Get's a notification that we will check his info and if the purchase is valid, we will contact her in order to tell us where to ship the prize.

2. What we currently have/do

After we receive an entry, we are manually checking the uploads and determine if the participant uploaded a receipt that:

- Shows that the customer bought the product;
- Shows that the price is above X BGN
- Shows that the date of purchase is within the campaign date range
- Shows that this is a real/original receipt (not a duplicate receipt)
- The receipt is not used before, from a different participant

We are doing this by combining wordpress (for the website) and shortstack.com for the prizes distribution and other bells and whistles to make it more fun and interesting.

3. What we want to have/do

We would like to have a tool that will be used as an engine that will do the manual work described above automatically.

Meaning, our ideal scenario would be to have a software tool that will read/scan the receipts and determines if this is a valid proof of purchase based on the criteria in point two above.

It can be a WordPress plugin, it can be part of a mobile app - we are open to brainstorming this further with you.

4. Database with receipts

Here's a database with receipts from the last campaign:

<https://drive.google.com/file/d/1X9uqIL56g3ON6z4bH7hxTyvduE4wMBEW/view?usp=sharing>